BROADCASTING
TELECASTING

BUSINESS & TECHNOLOGY DEPT
PUBLIC LIBRARY
DETROIT, MICH.

JULY 2, 1951

LIBRARY

LOCAL FOLKS KNOW BEST!

Unless the cash register rings, local merchants drop any advertising medium like a hot brick. So get this:

WITH in Baltimore regularly carries the advertising of more than twice as many retail stores as any other station in town!

Why? Because WITH produces *low-cost results!* WITH is the biggest bargain buy in Baltimore. For peanuts, you get a tremendous, responsive audience. You get more—far more—listeners-per-dollar than any other radio or TV station in town.

You ought to get the whole story of the radio-TV situation here in Baltimore. You ought to know about WITH's commanding position in this highly competitive market. Just ask your Headley-Reed man.

Local folks know

W-I-T-H

TOM TINSLEY, President • *Represented by HEADLEY-REED*

20TH year

Captain JOHN SMITH led the way

Statue of Captain John Smith

The Indian signals that broadcast the Jamestown landing of intrepid Captain John Smith prophesized, too, another pioneer event in Virginia. Today the epic story of Captain Smith and his heroine Pocahontas can be told, in full picture and sound, to the people of Virginia via television. In Richmond it can only be told over WTVR, now over three years old and still Richmond's only television station. Like Captain John Smith, Havens and Martin Stations lead the way. Twenty-five years of service by these First Stations of Virginia have made an indelible impression on citizens of the Old Dominion. It's an impression that pays off for advertisers.

WMBG AM **WCOD** FM

WTVR TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

GO YANKEE

with

YANKEE PERSONALITIES

who give you ready acceptance in New England homes.

GO YANKEE

with

THE YANKEE HOME TOWN FOOD SHOW

featuring

RUTH MUGGLEBEE

Woman's Editor Boston Record-American and Sunday Advertiser

and **BILL HAHN**

Yankee Radio and Television Personality

Monday thru Friday 1:15 to 1:45 p.m.

Let your Petry Man show you how inexpensive and how effective the Yankee Home Town Food Show really is . . . You'll be amazed when you see the promotion and merchandising plan behind it.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

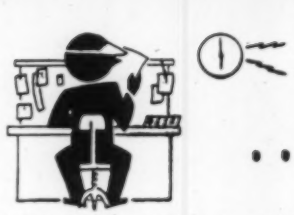
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING



...at deadline

Closed Circuit

NEW YORK BOARD of Regents, which made headlines in announcing it will seek 11 noncommercial educational TV stations, now reportedly has quietly trimmed its request to three stations. Study of costs involved, plus possibilities of cooperation with commercial stations understood responsible. With teachers making less than janitors or elevator operators, employe relations also involved.

ANOTHER BIG station transaction—sale of WOW-AM-TV Omaha—was reportedly in negotiation last week. Leaseholds on properties, with 19 years to run, are held by group headed by Francis P. Matthews, Secretary of the Navy just nominated as Ambassador to Erin. Woodmen of World Insurance Co., however, owns physical properties. Figure for 19-year leaseholds understood in neighborhood of $2,500,000, but prospective purchasers undisclosed.

PROCTER & GAMBLE, Cincinnati (Crisco), adding 40 markets to its spot radio campaign, effective early in July through Compton Adv., New York.

UNDERSTOOD *Time* magazine has request pending before Senate Crime Investigating Committee to sponsor future telecasts of hearings. For narcotics sessions, crime committee voted down *Time's* bid. But door not closed as yet on other hearing coverage.

OWENS ILLINOIS GLASS CO., through J. Walter Thompson Co., New York, preparing television spot announcement four-week campaign starting July 10 in selected major markets to promote throw-away beer bottles.

HALF-SEASON survey of baseball attendance, to appear after July 4 doubleheaders, will show slight decline but far below clubowners fears. Study conducted by Jerry Jordan, Philadelphia researcher, to show effect of radio-TV on gate receipts. Korean War believed main factor in loss rather than play-by-play pickups.

EXCHANGE OF NOTES on revised U.S.-Mexican border TV allocations shortly will be forthcoming following week-long Mexico City conference of FCC Commissioner Rosel H. Hyde and Broadcast Bureau Chief Curtis B. Plummer with Mexican authorities. Amicable adjustment covers removal of two proposed assignments in Mexicali, Lower California, from Los Angeles stations 190 miles distant with reduction of number of VHF assignments in San Diego from three to two. Mexico also relinquishes one Mexicali assignment. Other changes along border involve interchanges in assignments, giving Mexico better break on lower channels.

TV ACTIVITY picking up in Mexico. In addition to two existing stations in Mexico City, it's reported plans are under way for crop of TV stations along border, approximating coverage of U.S. stations on this side. Project understood being pushed by Emilio Azcarraga and Rumulo O'Farrel, Mexico City publisher and owner of second TV station in Mexican capital. Mr. Azcarraga himself contemplates two additional TV stations in Mexico City

(Continued on page 90)

Upcoming

FINAL NARTB DISTRICT MEETING SCHEDULE

District	Dates	Hotel	City
4	Aug. 23-24	Roanoke	Roanoke, Va.
2	Sept. 10-11	Syracuse	Syracuse
8	Sept. 13-14	Book Cadillac	Detroit
9	Sept. 17-18	Moraine-on-the-Lake	Highland Park, Ill.
11	Sept. 20-21	Radisson	Minneapolis
10	Sept. 24-25	Blackstone	Omaha
12	Sept. 27-28	Broadview	Wichita
14	Oct. 4-6	Utah	Salt Lake City
17	Oct. 8-9	Davenport	Spokane
15	Oct. 11-12	Mark Hopkins	San Francisco
16	Oct. 15-16	Site to be selected	Los Angeles
6	Oct. 25-26	St. Charles	New Orleans
13	Oct. 29-30	Shamrock	Houston
5	Nov. 1-2	Sorono	St. Petersburg
1	Nov. 5-6	Somerset	Boston
7	Nov. 8-9	Seelbach	Louisville
3	Nov. 12-13	William Penn	Pittsburgh

(Other Upcomings on page 88)

Bulletins

TIME Inc., New York, through Young & Rubicam, New York, preparing a radio spot schedule for *Life* magazine in 70 markets using minutes and chain breaks on Thursdays, Fridays and Saturdays to coincide with newstand release day.

BLOCK DRUG CO., Jersey City (Amm-i-dent toothpowder), starting radio spot schedule effective July 1 for 52 weeks in 40 markets. Average frequency will be ten announcements per week on each station. Cecil & Presbrey, New York, is agency.

CURTIS PUBLISHING CO., Philadelphia (*Holiday* magazine), through BBDO, New York, placing radio spots starting July 8 through July 24.

MAGNUSON AGREES ON PARTIAL THAW REQUEST

RECOGNITION of ex-Sen. Clarence C. Dill's call on FCC Chairman Wayne Coy for partial freeze lift given Friday by Democratic Sen. Warren D. Magnuson (see story, page 32). Copy of Dill letter had been sent Sen. Magnuson, also of Washington State.

Senator told BROADCASTING • TELECASTING that he turned letter over to Senate Interstate Commerce Committee Chairman Ed C. Johnson (D-Col.), who reportedly seconded need for part freeze thaw. Sen. Magnuson said he and Chairman Johnson believe start must be made to provide at least minimum service to areas now without. He recalled that he had questioned Chairman Coy on matter during recent confirmation hearing before Senate Commerce group, of which Sen. Magnuson is member.

PINKHAM NAMES COHEN

LYDIA E. PINKHAM Co., Lynn, Mass., names Harry B. Cohen, New York, as advertising agency effective Aug. 1. Million-dollar account had been handled by Erwin, Wasey for decade.

KELLOGG EXPANDING

KELLOGG Co., Battle Creek, Mich., expanding its *Wild Bill Hickock* program, Sun., 7-7:25 p.m. over MBS from 200 stations to full network (545 stations), effective July 29. Agency, Leo Burnett Co., New York.

Business Briefly

QUAKER TO ADD ● Quaker Oats Co., which sponsors *Challenge of the Yukon* Sun., 6-6:30 p.m., over MBS, will add two more broadcasts per week, Tues. and Thurs., 5-5:30 p.m., to schedule beginning July 10.

GE BUYS GOODWIN ● General Electric Co., New York, to sponsor *Bill Goodwin Show*, Louis G. Cowan package, effective Sept. 11, on NBC-TV, Tues. and Thurs., 3:30-4 p.m. (EDT). Agency, Young & Rubicam, New York.

TWO FOOTBALL TV BIDS SCRUTINIZED BY NCAA

CHANCES for relaxation of proposed skeleton telecast schedule for college football brightened Friday as National Collegiate Athletic Assn. officials focused attention on two compromise proposals submitted by advertising agencies (early story page 25).

NCAA had bids from N. W. Ayer & Son, Philadelphia, for Atlantic Refining Co., and Ketchum, MacLeod & Grove, Pittsburgh, for Chevrolet Dealers Assn. Separate and independent bids submitted by two agencies have many similar provisions. It was understood financial terms were not far apart.

Two agencies have often co-sponsored athletic events where clients have common marketing. Ayer offer, proposing extensive and independent research, would permit telecasting of number of college football games on community as well as network basis in different types of markets. Agency favors fee formula of twice-the-hourly-station-rate-per-game.

At Thursday NCAA TV Steering Committee meeting in New York it was decided to submit Ayer and Ketchum, MacLeod & Grove bids to full TV committee in Chicago next Friday. Robert E. Grove, executive vice president, and Lansing B. Lindquist, radio-TV director, represented Pittsburgh agency Thursday.

"Our program is flexible and less detailed than the Ayer bid as to individual cities," Mr. Lindquist told BROADCASTING • TELECASTING. "We offered to work closely with the NCAA committee's research organization."

U. S. Justice Dept. informed U. of Pennsylvania Friday it had given no approval, formal or informal, to NCAA plan for restricted college football telecasts.

MARK WOODS RESIGNS AS ABC VICE CHAIRMAN

MARK WOODS announced Friday he would resign as vice chairman of ABC board of directors, effective Saturday, and said he "tentatively" plans to enter advertising agency or radio-television consulting and brokerage field after he returns in September from vacation.

Mr. Woods, 49, who will enter his 30th year in radio and television next Jan. 1, was ABC president eight years before his election as vice chairman in January 1950. He entered radio-TV field via AT&T in 1923. Speculation that he would leave ABC has circulated since proposed merger of network with United Paramount Theatres was announced several weeks ago.

Population of Hush Puppy, Nebraska, DOUBLES in 6 Hours

By HAROLD SODERLUND

Sales Manager

Hush Puppy, Nebraska, is not on the map! But, it typifies hundreds of rural towns that are on the map in the Midwest Empire covered by KFAB.

Surrounding each rural town in the KFAB area, are hundreds of farms. Responsible, educated, well-to-do families live on those farms. Like the rural town people and city people, they listen to KFAB. But, unlike the city people, they do most of their shopping on Saturday afternoons. They speed to their favorite "Hush Puppy" and shop, visit, shop and visit. In towns of 1,000 population, the enthusiastic shoppers that pour into them, often number more than a thousand, and quickly, for a few hours, DOUBLE the population.

These farm families have money. They spend it for farm equipment, for food, for electrical appliances, cars and hundreds of daily essentials. They buy the things that make their work easier and their lives more enjoyable.

You can send your advertising messages daily to many thousands of people who DOUBLE the population of hundreds of "Hush Puppies" in the Midwest Empire, by using the 50,000 watt voice of KFAB. An announcement schedule is now available that will make it possible for you to reach ALL of the KFAB listeners. Let us know by phone or wire that you are interested and we'll quickly reply.

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA BASIC CBS

Represented by FREE & PETERS Inc. – General Manager, HARRY BURKE

"BOSTON BLACKIE"

the half-hour adventure detective show that gets...

HIGH RATINGS

IN BIG TOWNS!

San Francisco	16.0
Louisville	21.7
Minneapolis	16.5

IN SMALL TOWNS!

Hattiesburg	29.6
Zanesville	26.0
Youngstown	21.3

From coast to coast—BOSTON BLACKIE is winning and holding large and loyal audiences!

He'll get high ratings for you, too!

Ratings that constantly capture and hold the largest share of audiences in city after city . . . assuring your sponsor top results from his bottom advertising dollar!

For details, write, wire or phone at once to

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
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Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Jonah Gitlitz, Grace Schorm.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

MEAT PRICES . . . *from steer to steak*

These prices are averages for 1950, the last full year for which figures are available.

Cattle are not all beef . . . Beef is not all steak

	RETAIL LBS.	PRICE	TOTAL
Porterhouse steak	40	$1.05	$42.00
Sirloin steak	50	.95	47.50
Round steak	80	.90	72.00
Rib and rump roasts	70	.75	52.50
Chuck roast	100	.65	65.00
Hamburger, stew beef	160	.55	88.00
Fats	40	.05	2.00
	540	.68	

1000 lbs. Steer = **600 lbs. Beef** = **540 lbs. Retail Cuts**

at 30¢ per lb. **at 47¢ per lb.** **(including shop fats)**

Packer pays **Retailer pays** **Consumer pays**

$300.00 **$282.00*** **$369.00**

To insure an adequate livestock supply, returns to cattle raisers and feeders must cover maintenance of breeding stock, death losses, feed and labor costs, land use, taxes, interest, supplies, equipment and the other expenses for the three full years it takes to produce and feed a good-grade steer.

*Value of by-products, such as hides, fats, hair, animal feeds, fertilizer, etc., typically offsets packers' dressing, handling and selling expenses, so that the beef from a steer normally sells at wholesale for less than the live animal cost.

Retail markup must cover such costs as rent, labor, depreciation on equipment and fixtures, etc., as well as shrinkage in weight of beef carcass when converted into retail cuts. Prices are averaged. In some stores they were lower. In some charge-and-deliver stores or in high-cost areas, they were higher.

Based on market reports of the USDA for good-grade beef steers and good-grade carcass beef, Chicago style cutting, and on average retail prices for good-grade meat, as reported by the U. S. Bureau of Labor Statistics, Chicago, during 1950.

Naturally, in these inflationary times, many people are wondering about livestock and meat prices.

The chart above answers a lot of questions about these prices during times when the law of supply and demand is in effect and full-scale competition is hard at work.

It shows that the packer sold beef for less than he paid for the animal on the hoof. This is true most of the time.

The reason, of course, is efficiency in saving by-products as well as meat—by-products such as hides for leather, pituitary glands for insulin, and many, many others.

This is one of the reasons why meat normally moves from farmer to packer to store at a lower service cost than almost any other food.

AMERICAN MEAT INSTITUTE *Headquarters, Chicago • Members throughout the U.S.*

XUM

We said it then...

(The above advertisement was published by Edward Petry & Co., Inc. in 1933)

1933 radio had a lot in common with radio '51. But with one big difference: In 1933, it was National Spot radio where chisel deals flourished, rebates were rampant and rate cards were mainly scraps of paper. The networks were doing a clean, up and up business, then.

Today — in 1951 — it's the radio *stations* who are holding the line, resisting the pressures. It's the stations who are avoiding that very human tendency to meet rate cuts with rate cuts, chisels with chisels, and "deals" with bigger deals. And today it appears to be the networks who are indulging in a dog-eat-dog type of selling. The trade press is full of reports of a sort of industry cannibalism; each network intently preying on its fellow network—totally neglecting a forest full of advertisers now using other media.

we say it now!

We took the position in 1933, that most good advertisers preferred not to shop in bargain basements or at auction sales. They wanted to buy good merchandise, from a reliable firm, at a fair price. So we ran the ad on the opposite page—"Our Time is not on the block—one price to all—no rebates or group rates which serve to act as an embarrassment to advertisers and advertising agencies . . ."

Many top radio stations agreed with this business philosophy. They helped us spearhead a movement which resulted in Spot Radio washing its face, putting on a clean shirt, and moving over to the right side of the tracks. Advertisers liked it. Spot grew and grew, and today it takes a back seat to no medium.

In 1933, radio stations kept themselves from killing each other. They did it by facing a problem squarely, arriving at a sound solution, and then sticking to their guns. Sure they lost some business at first. Some of the chiselers dropped away because they could no longer chisel. But the better advertisers stayed on. They increased spot budgets and were joined by more and more blue-chip companies making and selling some of America's best products.

We sincerely believe that in 1951—when networks are in danger of killing each other, and so hurting all radio—the situation can best be met by employing the same sane thinking, the same moral courage and the same steadfast purpose that some of their best affiliates showed 18 years ago.

Although we have a deep and long-standing interest in good radio, we do not presume to suggest to the networks a code of ethics. We say only this to the networks:

IF YOU LACK the will to preserve the basic values of radio, you will weaken it.

IF YOU LET FEAR or timidity stand in the way of the long-range strength of radio, you will weaken it.

IF A SEARCH FOR EASIER REVENUE in one direction leads to neglect of radio, you will weaken it.

IF YOU ALLOW BACK-BITING, and the temptation for the quick dollar to take the place of sound radio research and constructive selling, you will weaken it.

Advertisers have a lot at stake. So do the listeners. So do the stations. And so, of course, do the networks.

We have a deep and honest conviction that the best thing the networks can do for themselves, the advertiser, the listener and the broadcast industry is to say — and mean —

OUR TIME IS NOT ON THE BLOCK!

This is the third and final message in a series issued in the interest of good radio.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO DETROIT DALLAS
LOS ANGELES ST. LOUIS SAN FRANCISCO

XUM

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

***TWO TOP CBS STATIONS**
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

HAL FALVEY, account executive Fuller & Smith & Ross, Chicago, to Tim Morrow Agency, same city, as first vice president. He is co-founder of W. W. Garrison Agency, also Chicago.

ROBERT N. MANN, account executive in charge of A. G. Spaulding Co., account for Hanly, Hicks & Montgomery, N. Y., elected vice president of agency.

HARRY W. FRIER, account executive Foote Cone & Belding, N. Y., elected vice president of agency.

ROBERT SAWYER, TV advertising film writer, to Kenyon & Eckhardt, N. Y., as supervisor in radio and TV.

DONALD McVICKAR, account executive Anderson, Smith & Cairns Ltd., Montreal, Canadian subsidiary of Anderson & Cairns Inc., N. Y., elected vice president of Canadian firm. He will continue to make his headquarters at New York offices of Anderson & Cairns.

HERBERT B. WEST director of TV BBDO, N. Y., appointed account group supervisor for Emerson Drug Co. (Bromo Seltzer), Anahist Co., and others.

on all accounts

RADIO will be "as old fashioned within 10 years as outside plumbing is now," says Phil White, manager of the Chicago office of Calkins & Holden, Carlock, McClinton & Smith. An advocate of television, "the modern medium," Mr. White is a veteran of radio and space media as well.

His infiltration into radio took place in 1919 when, as an ex-ham operator and a sailor, he played "Red Wing" or some such epic on the banjo and mandolin via "wireless telegraphy" to three dozen ships in the harbor of Brest, where he was stationed aboard the *U. S. S. Michigan*. His "broadcasts" reached 26 miles in all directions, and created such a stir aboard his battleship that a special report on the phenomenon was sent to the Navy Dept.

A rank 18-year-old at the time, young Phil returned after his release from service to his home in Oak Park, Ill., where he was born, and enrolled shortly at Wabash College. He was graduated from Indiana U. with a degree in English literature and is a member of Phi Delta Theta. After a brief work excursion through offices of the Indiana Bell Telephone Co., he joined his father's company, the Frank B. White Adv., Chicago.

Mr. White's knowledge of advertising, picked up in random conversations at home, expanded rapidly at the agency, where he worked from 1922 until 1932. Starting in copy and production, he branched outward and upward to contact work, management and solicitation of new business, ending up as secretary of the company. He wrote his first radio copy "sometime before 1930" for Mackinaw coats, manufactured by the Burlington Blanket Co., which was spotted on WJJD Chicago.

Mr. WHITE

Ten years in direct mail for the Blakely Co. counterbalanced his previous experience. After an indoctrination period of hard selling, he wrote and produced sales manuals and house organs for such clients as Standard Oil of Indiana, Hotpoint and Fairbanks - Morse. Reverting again to the agency pattern, he joined Needham, Louis & Brorby, Chicago, in 1942 as a copywriter for Swift & Co.'s Sunbrite cleanser. He was soon upped to executive on the Sunbrite account, and to work as Maurice Needham's assistant.

Later, as supervisor on all Swift

(Continued on page 76)

beat

Mr. Metcalfe

BRICE METCALFE, copy director Strauchen & McKim, Cincinnati, appointed creative director, in charge of agency's copy, art and production departments.

RALPH GROSS Adv. Inc., Akron moves to new offices at 220 W. Market St.

HARRIE W. BONNAH and **THOMAS H. MILLDEBRANDT**, to production department Brooke, Smith, French & Dorrance, Detroit. **JAMES L. REASON** named to BSF&D TV department.

ANDERSON-McCONNELL Adv. Agency, Los Angeles merged with Anderson-Bever-Grant Adv., and moved to 731 N. La Brea Blvd. Agency headed by **DOUGLAS E. ANDERSON** and **GEORGE A. McCONNELL**.

ATHOL C. STEWART, radio director Walsh Adv. Co., Montreal, writing series of quarter-hour talks on prominent Canadian businessmen for Canadian Broadcasting Corp.'s International Shortwave Service.

DAWSON NEWTON, advertising manager Florida Citrus Commission, to Ruthrauff & Ryan, N. Y., handling food accounts. **RALPH HENRY**, his assistant, becomes acting advertising manager of Florida Citrus Commission, effective July 1.

HENRY GREENWOOD, executive secretary Citizen Charter Committee, Phila., to production and new business department Beacon Adv., same city.

WILLIAM H. BOTSFORD, Detroit News and Sills Inc., Chicago public relations counsel, appointed public relations director Betteridge & Co., Detroit.

PASCAL B. OWEN appointed copy chief Hening & Co. Adv. Agency, Phila.

JACK L. MATTHEWS, media director for past two years at Ross Roy-Fogarty Agency, Chicago, to Price, Robinson & Frank, same city, also as media director. He is former media buyer Sherman-Marquette, also Chicago.

KARL SUTPHIN, network TV sales ABC Chicago, to BBDO, same city, for account work late in July. He is former ABC Central Div. promotion manager.

JOHN H. BATTISON, assistant editor *Tele-Cue* magazine, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in radio and TV department.

WASSER, KAY & PHILLIPS Inc., Pittsburgh, held open house recently in their new quarters in the Clark Building. New offices contain complete motion picture camera studios, designed to accommodate multiple film productions, both live and animated TV film commercials.

JANICE FORGETTE, assistant media director Mogge-Privett Inc., L. A., elected president of Los Angeles Junior Advertising Women. Other officers elected were **CAROLYN McCLYMAN**, first vice president; **GEORGIA REED**, Elwood J. Robinson Adv., second vice president; **BARBARA LEONARD**, Weed & Co., treasurer; **BEVERLY BECK**, **CAROLINE ROA**, corresponding secretaries; **DOROTHY KELLER**, BBDO, recording secretary. New directors are **EDITH KRAMS**, **TRUDY DRUCKER** and **BARBARA RAUSH**.

ELEANOR LINDSAY, media and traffic director Lockwood-Shackelford, S. F., resigns.

N. B. COLE, production department BBDO, S. F., named production manager.

MURIEL S. CLAIRE, sales department WMCA New York, to Raven Adv., N. Y., as assistant radio director.

THIS IS NO JEREMIAD, BUT . . .

What's the Matter With Radio?

First, we don't agree that it's television. TV isn't going to stop newspapers, magazines, books — and certainly not radio.

Next, nothing much that radio itself can't remedy.

Third, the nation needs the vast communications, entertainment and information system which has been woven into the fabric of our lives.

BUT the things that are hurting radio are numerous and varied, and every segment of the industry that has been built up on it needs to do some soul-searching.

We have over-commercialized radio, with hitch-hikers, cow-catchers, spots and double spots and maybe snow-plows and cabooses. Instead of giving it a chance to do the selling job it can do, aren't we treating the audience like a crowd at a side show, and yelling louder — and longer?

If that's good advertising, which we doubt, it isn't good radio. Of course such methods build sales resistance.

So, to get their money's worth, one segment of the industry forces rate reductions, which are uneconomical and unsound for a medium which still is as good a buy, if not better than any, at the price. Compare the stability of radio rates and returns with the increased costs of every other medium of advertising.

Understand that we are not talking exclusively about network operations; we refer, also, to the slipping that has been going on in individual stations — a case of the industry slipping on something more than a banana peel.

And what are receiver manufacturers doing to help radio? Recognizing that there are exceptions to generalizations, it nevertheless is a fact that the industry as a whole is making it harder for the average listener to tune in his favorite station or stations than ever before.

With the over-crowded condition of the AM broadcast band, stations are jammed closer together than ever before. At the same time radio dials are pushed together so that you can tune only by guess and by gosh.

We used to have electronic and other aids to tuning. Whither have they gone? Haven't we, in a suicidal price-war, cut the quality of the receivers in these respects to the point where they no longer deliver the convenience to which the listeners are entitled?

If these same conditions prevail, as efforts are made to establish FM, that medium never will get out of swaddling clothes. If the automobile manufacturers followed the same kind of policy we today would have poorer cars instead of better; rather, by raising the quality and standards, the auto industry has earned and commanded higher prices.

This is not a one-man nor a one-station program to reform the industry; we scarcely have time enough to run our own business in a manner to minimize some of the conditions we call to your attention. We don't pretend to be blameless, but we are taking a sharp look to see that this self-criticism is put to work in our own back yard.

And we hope that some or many of those having a great interest — and the advertisers surely do by reason of their vast investment in the medium over the years — will do some real skull practice. We hope all will decide to do something about it individually and so far as conditions permit collectively.

There is no benefit to anyone, least of all the advertiser, in down-grading a medium of advertising which he needs and which in our judgment will be used by many for long years to come.

A. H. KIRCHHOFER
Vice President
WBEN, Inc.

P.S. — And isn't this the time to stop similar practices in TV?

WBEN

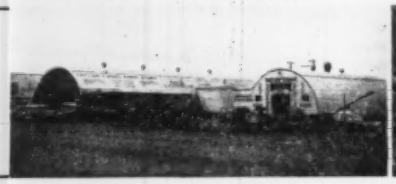
NBC BASIC • BUFFALO

WHODUNNIT?

or

"The Case of the Vanishing Cottonseed"

Gone Fishin' Sted of Just a Wishin'



B. Raymond Evans — TAYLOR-EVANS FARM STORE — J. P. Taylor

THE TIME: *The week of June 5th through June 9th* and especially June 7th, 1951.

THE PLACE: *TAYLOR-EVANS FARM STORE in Tulia, Texas.* 50 miles south of Amarillo at the beginning of the cotton-growing region. Population, 4,300.

THE LOOT: 400,000 *pounds of cotton seed*, valued at $15.00 per hundred weight. Almost $20,000 worth disappeared on June 7th. The remaining $40,000 worth was discovered missing on June 5th, 6th, 8th and 9th. The total volume of the vanishing cottonseed (8 regulation box cars) made it evident that a very strong and hefty character was at work.

THE SUSPECT: *KGNC*, the power station of the Great High Plains. Circumstantial evidence showed that KGNC and only KGNC knew about the existence of TAYLOR-EVANS' large stock of cottonseed.

SOLUTION: *At the end of the hectic week, money (lots of money) was discovered* in the TAYLOR-EVANS FARM STORE. It came from the pockets of Tri-State cotton farmers who loaded the cottonseed into their trucks and made a hurried get-away. They were involved in the case by TAYLOR-EVANS' three, 10-minute early morning KGNC newscasts (6:15 to 6:25 A.M., Tuesday, Thursday and Saturday). The early-bird listeners, thousands of them, got the cottonseed.

FOOTNOTES: Mr. J. P. Taylor and Mr. B. Raymond Evans have been in business since February 18, 1950. KGNC came into the picture 6½ months later.

Mr. Taylor says: "KGNC has more than doubled our volume of business."

Mrs. Evans says (because Mr. Evans really has gone fishing): "B. Raymond and Mr. Taylor think KGNC is the only radio station there is".

kgnc
710 KC 10,000 WATTS
AMARILLO, TEXAS

Represented Nationally by the O. L. Taylor Co.

new business

Spot • • •

G. KRUEGER BREWING Co. intensifying its radio and TV spot campaign throughout eastern seaboard area. Firm looking for TV spots in Norfolk, Richmond and other southern cities. Agency: Charles Dallas Reach Co., N. Y.

GOLDEN AGE BEVERAGE Co., Akron starts sponsorship of 148 news broadcasts weekly on WCUE Akron. Package is divided equally between 30 second "headlines on the half-hour," and five and 10 minute "newscasts on the hour." Designed as keystone of company's summer advertising campaign, the agreement runs through Sept. 25.

NEW YORK branch of GENERAL ELECTRIC APPLIANCE Inc., and GENERAL ELECTRIC DISTRIBUTORS sponsoring *Symphony Hall*, Fri., 8:05-9 p.m., over WQXR New York and 13 FM stations of the Rural Radio Network, New York State, respectively.

THE GEORGE WIEDEMANN BREWING Co., Newport, Ky., to sponsor *Boston Blackie*, produced by Ziv TV Programs Inc., N. Y., in Cincinnati, Columbus, Dayton and Indianapolis, starting Sept. 1. Agency: Strauchen & McKim, Cincinnati. E. R. Strauchen is account executive.

BARDAHL LUBRICANTS Ltd., Montreal (motor oils), starts TV film strip spots on Boston TV stations during home games of Boston Red Sox baseball team. Agency: Walsh Adv. Co., Montreal.

Network • • •

MENNEN Co., Newark, N. J., for Spray Deodorant, Skin Bracer, and Shave Creams to sponsor *Twenty Questions*, featuring a panel of experts who guess identity of things described with Bill Slater as emcee, over DuMont TV network (Fri., 8-8:30 p.m.), beginning July 6 for five years. Agency is Duane Jones Co., N. Y.

ESSO STANDARD OIL Co. replacing its *Alan Young Show*, CBS-TV (Thurs. 9-9:30 p.m.) with half-hour TV version of *Your Esso Reporter* for 8 weeks, beginning July 12. CBS and Telenews Inc., to co-produce show which will feature reports from CBS domestic and foreign correspondents. Agency: Marschalk & Pratt Co., N. Y.

BLATZ BREWING Co. to sponsor *Mutual Newsreel*, 7:45-8:00 p.m. Mon.-Fri., on minimum of 140 MBS stations. Agency: William Weintraub Co., N. Y.

AMERICAN TOBACCO Co. (Lucky Strike Cigarettes) introducing *Go Lucky*, comedy quiz series on CBS, featuring Jan Murray, Suns. 7:30-8 p.m., as summer replacement for *This Is Show Business*, through Sept. 2. Agency: BBDO, N. Y.

WHITE KING SOAP Co., L. A., June 25, renewed alternate sponsorship of Frank Hemingway newscasts on full Don Lee network (45 stations) plus 27 Mutual Intermountain Group stations, Sun.-Fri., 7-7:15 a.m. and 4:15-4:30 p.m. (PST). Contract for 52 weeks. Soap company alternates sponsorship with Folger Coffee Co., S. F. Agency for both: Raymond R. Morgan Co., Hollywood.

Agency Appointments • • •

RAMFJELD & Co., N. Y. (importers of Denmark cheese and Norwegian fish products), appoints Gordon Baird Assoc. Inc., to handle publicity advertising and merchandising of its grocery store products. Firm using participation radio for its importation "Tomtit" cheese, over WTIC Hartford, three times weekly and plans extension of radio campaign.

QUAKER OATS, Chicago (Ken-L-Ration Dog Food), names Needham, Louis & Brorby, same city, to handle its advertising. Radio and TV will be used. Former agency is Ruthrauff & Ryan, Chicago.

Adpeople • • •

L. E. ROCHESTER, advertising manager Kellogg Co. of Canada Ltd., London, Ont. (cereals), appointed vice president in charge of advertising. He has been in Canada since 1947 coming from parent company head-office at Battle Creek, Mich.

DOUGLAS BALLIN Jr., supervisor of radio and TV for Whitehall Pharmacal Co., N. Y., named advertising manager of all Whitehall Co. brands.

MR. SPONSOR:

Folks hereabout love Tigers...

....AND WJBK, THE KEY STATION IN THE TIGER BASEBALL NETWORK

The kind of Tigers we're talking about make their mark with baseball bats in Detroit, a town whose metropolitan area holds a baseball fan club over 2½ million strong.

In case you didn't know, the Tigers represent Detroit in the American League ... and WJBK, for the third straight year, is the key station of the network that carries the Tiger broadcasts.

A baseball fan club over 2½ million strong carries a lot of wallop in the "Sales League." For a "Sales League" fourbagger, metropolitan Detroit is the ball field and WJBK is your *best* bat.

Get the facts on this home-run sales story now. Your local Katz Agency man will show you how to bat 1.000 in Detroit's buyers league.

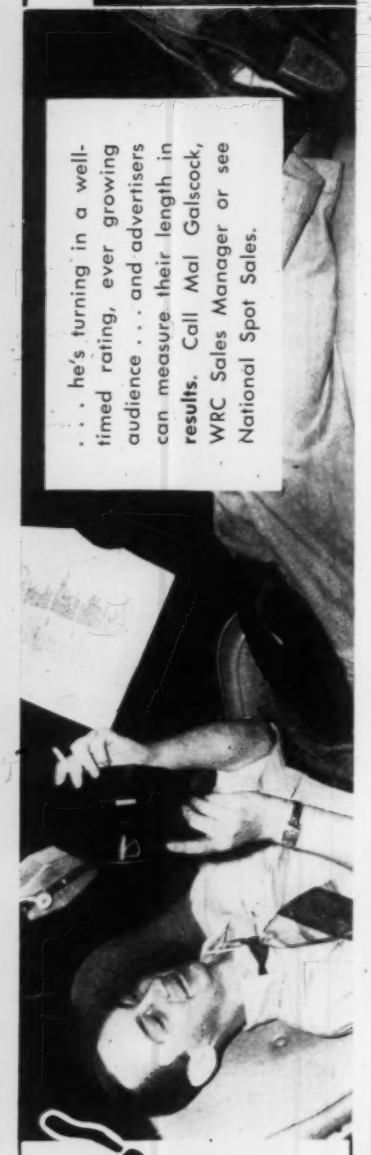
A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.


. . . he's turning in a well-timed rating, ever growing audience . . . and advertisers can measure their length in **results.** Call Mal Galscock, WRC Sales Manager or see National Spot Sales.
RELAXED!
"Batters' Platters" is the most relaxed listening anywhere . . . While our genial maestro of his nightly 7:00 PM half hour rejoices in his high rating and the sales response of Washington . . . Wise time buyers will note that even though Charley Batters' discs, small talk and winning ways at the mike seem offhand . . .

feature of the week

There is no frigate like a book,
To take us lands away. . . .
Emily Dickinson

THE SAME—Miss Dickinson should excuse the expression—might be said of a WEEI Boston program.

Priscilla Fortescue, through her program, *Listen Ladies*, is taking listeners on an armchair tour of Europe.

Miss Fortescue has just returned from a month abroad and brought back with her two miles of tape recordings which she made on a portable Minatape Recorder.

Listeners to the daily 4:30-5:30 p.m. show have flown vicariously to Shannon, Ireland, kissed the Blarney Stone, and heard the Bells of Shandon in Cork.

They'll visit the Festival of Britain in London, Scotland Yard, and hear what English homemakers have to say about rationing and marketing.

The WEEI itinerary includes a flight to Switzerland with air interviews and interviews on trains, hearing from Europeans themselves how they live. Through Miss Fortescue's tape recordings, listeners also will be taken into several European homes.

Toward the end of the trip, listeners will stop off in Paris and attend a showing of Jacques Fath's new summer styles.

Miss Fortescue shows Joseph F. Shields, consul general of Ireland in Boston, how she used her small tape recorder.

* * *

Then, alas, home again aboard the *Queen Elizabeth*.

Miss Fortescue used the same type Minatape Recorder which Lowell Thomas had on his trip to Tibet. It is a self-contained unit with battery and has a lapel-type mike.

Listen Ladies is a participating program. Included among 20 sponsors are Barbor Bros., Touraine Store, MGM, John P. Squire Packers, First National Bank, Continental Baking Co., and Royal Desserts.

strictly business

BROADCAST media comprise the heavy artillery in the barrage of advertising used by Peter Hand Brewery Co., Chicago (Meister Brau beer), to compete with 98 beer products distributed in its 200-mile greater Chicago metropolitan area.

Andrew S. Gantner, advertising manager of the 60-year-old firm, has used radio and TV for 15 years to sell Meister Brau's 7- and 12-ounce, quart and half-gallon bottles and cans to the thirsty public. Because Chicago "has the heaviest concentration of beer promotion in the country," Meister Brau does not release its gross sales or advertising expenditures ("radio and TV get a fair share"), but its production volume is about half a million barrels yearly.

Mr. Gantner, with the company since 1936, believes in selling the product name in ads of high quality and good taste. Commercials "are 50% of radio or TV," but are used infrequently and without high pressure. "We always sacrifice time to be in good taste."

Mr. GANTNER

Radio and television can "talk" to the consumer, and people are "more receptive to a sincere, personal message," Mr. Gantner believes. Advertising is pegged on the viewpoint that beer is an ac-

(Continued on page 50)

Only **ONE** Station

DOMINATES

This

Rich, Growing

15-COUNTY MARKET

With

GENERAL MERCHANDISE SALES OF $89,084,000*

*Sales Management, 1951 Survey of Buying Power

WSJS

The Journal Sentinel Station

AM-FM
WINSTON-SALEM

NBC Affiliate

Represented by HEADLEY-REED CO.

No other commentator in the history of radio ever showed pulling power like this!

Over two million replies received by 531 Members of Congress to poll conducted by Fulton Lewis, Jr. on two broadcasts

ON APRIL 9 Fulton Lewis, Jr. asked his listeners 15 questions, suggested that they send "yes" or "no" answers, numbered 1 thru 15, to their Congressmen. On April 11, after General MacArthur was fired, he repeated the questions and added one more. Each member of Congress was provided with a copy of the questions. Total replies received: Over 2 million.

Not since a Lewis-inspired avalanche of mail on the Taft-Hartley labor bill (which increased Senatorial mail by 800% at that time) has Congress felt the impact of such an expression of public opinion generated by a radio commentator. Never before in the history of radio commentating has Congress experienced anything like it. One commentator—two broadcasts—over two million replies!

His sponsors alone make a sizable audience!

Fulton Lewis, Jr. is sponsored by:

93 automotive agencies
19 auto supply and repair companies
6 bakers
51 banks and savings institutions
26 brewers and bottlers
58 building materials firms
29 coal, ice and oil companies
14 dairies
30 department stores
23 drug stores
16 food companies
43 furniture or appliance stores
17 hardware stores
14 jewelers
14 laundries
25 real estate and insurance agencies
94 miscellaneous

The Lewis capacity to influence listeners has been shown time and again. His zeal for covering the important stories of the day—his ability to uncover stories which subsequently become important—is responsible for his fantastically large, fanatically loyal audience.

If you want a ready-made audience and a program with network prestige at local time cost (with pro-rated talent cost) investigate now. Though currently sponsored on more than 340 Mutual stations by 572 advertisers, there may be an opening in your locality. Check your Mutual outlet.

WILLIAM B. DOLPH,
Manager

open mike

Plaudit From Pulse

EDITOR:

Recently your publication carried the story on the U. S. Census findings on television ownership for April 1950. This result showed 5,120,000 television homes.

Out of curiosity, I compared this finding with the estimate published in BROADCASTING • TELECASTING, April 3, 1950. That estimate was 4,770,000. Also your next estimate in the issue of April 10, 1950, was 4,906,365. I think that you will be pleased with this comparison. You are to be congratulated upon the closeness of the estimates published in BROADCASTING • TELECASTING with the Census findings for about the same period.

Sydney Roslow
Director
The Pulse Inc.
New York

* * *

EDITOR:

. . . You did [a] nice write-up about savings and loan associations in radio in the June 11 BROADCASTING • TELECASTING.

We are pleased and honored that Home Federal is included.

Phyllis Edmonds
Assistant Vice President
Home Federal Savings & Loan Assn.
Tulsa, Okla.

Genesis

EDITOR:

In your issue of June 18 [OPEN MIKE] you published part of a letter by Mr. B. G. H. Rowley commenting on the article in the March 19 issue which purports to prove that Nathan B. Stubblefield had anticipated Marconi in the invention of radio.

The treatment of Mr. Rowley's letter and the accompanying "editor's comment" leaves the matter very much in the air. The facts are the following: The Stubblefield patent referred to in the story, U.S. No. 887,357, applied for in 1907, has nothing whatsoever to do with radio. It is merely an induction system of the type used by Phelps, Edison, Sir William Preece and others and the principle dates back to 1886. Preece operated such a system for telegraphic purposes over a distance of three miles.

For the sake of the record, I would like to point out that the first successful *radio* telephone was due to Prof. R. A. Fessenden. It was operated at Brant Rock, Mass., in the latter part of 1906. . . .

Edwin H. Armstrong
Columbia U.
New York

[EDITOR'S NOTE: BROADCASTING • TELECASTING's thanks to Mr. Armstrong, himself no mean inventor ("father of FM"), for shedding new light on a heretofore clouded question.]

* * *

Last Commercial

EDITOR:

. . . "Guff" by some of the artists appearing on TV about the "old-fashioned medium—radio" is occurring all too frequently. . . . Is the broadcaster going to permit the cooking of his own goose? First the rate cut; now the degrading comments fouling the air-waves. How cheap can you get?

Is this going to continue: "Folks, don't be bothered with the old radio drudgery. Make the 30-day wildness test. Be happy. Go lookie."

Shirl K. Evans
Program Manager
WXLW Indianapolis

We Cooked Red Goose

EDITOR:

. . . Your issue of June 11 . . . you have . . . an article concerning a program that we are contemplating sending out of New York over the network [for Red Goose Shoes]. In this article you state that we are reversing our former policy of sponsoring local TV shows. This is an error since we are not reversing our policy.

We have had film shows in certain markets and in other markets in the East we have broadcast a local program. But what we are now doing is consolidating 10 markets into this one program. We will maintain our film programs in the remaining markets in which we are telecasting. . . .

Westheimer & Block will handle only the program over the DuMont Network. . . .

Ernest Just
Advertising Manager
Friedman-Shelby
St. Louis

* * *

Glass House

EDITOR:

This is the kind of thing that draws fire upon the television industry: In your story [June 25]

(Continued on page 66)

CENTRAL OHIO'S ONLY **CBS** OUTLET

WBNS PLUS WELD-FM

Ask John Blair

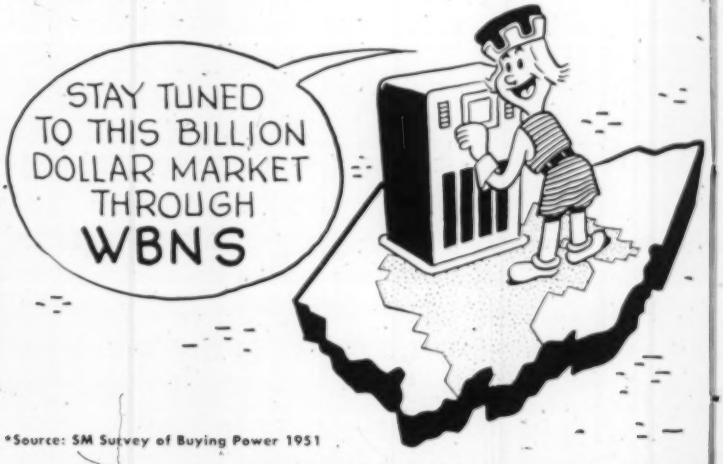
POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

BILLION-DOLLAR BUY!

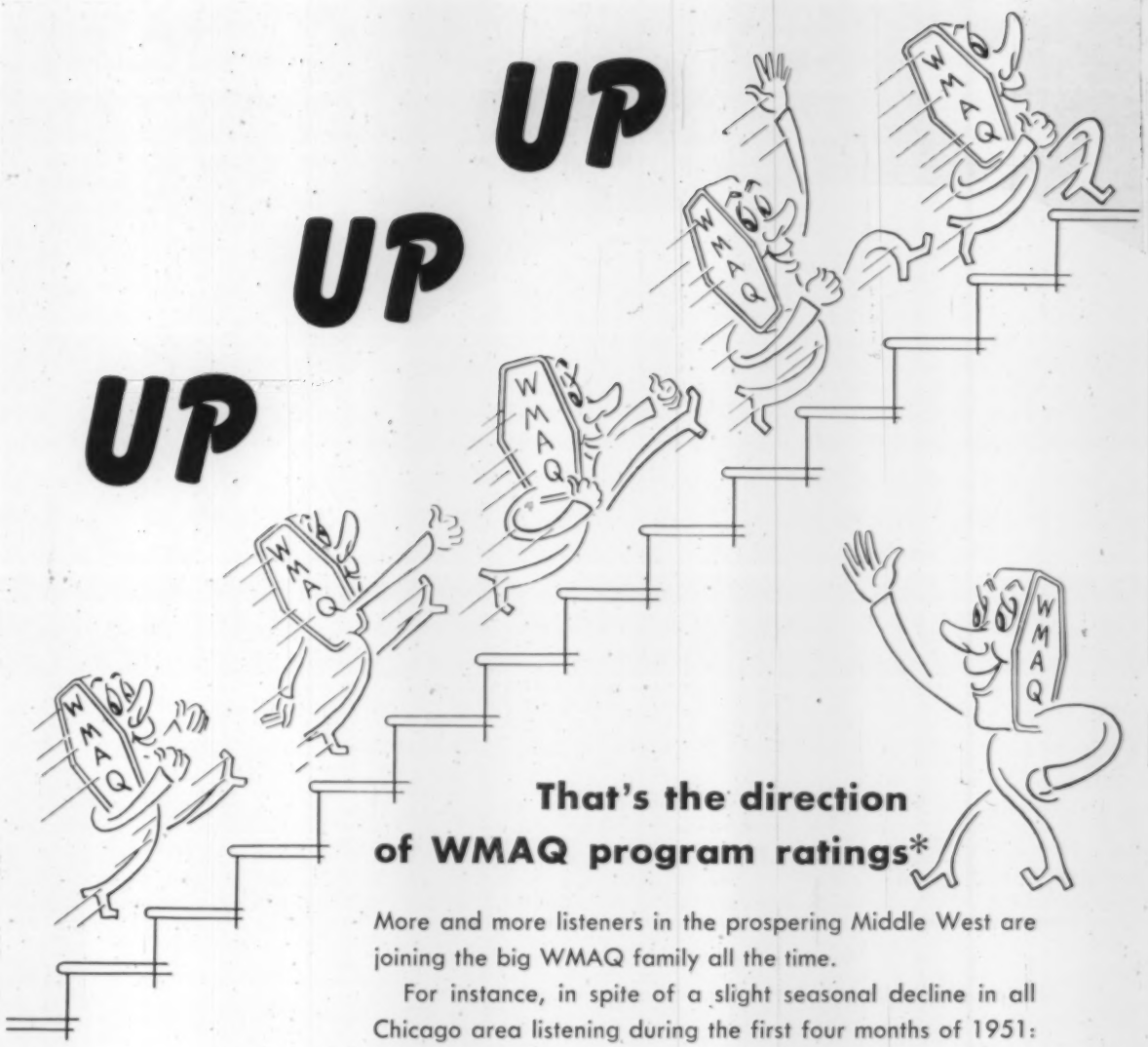
Central Ohioans Make It Annually In Retail Sales

WBNS has more listeners than any other station in these 24 Central Ohio Counties which annually ring up a neat retail sales figure of $1,024,914,000.* This includes thousands of consumer products from drugs to hardware, from clothing to cars. You're sure of having listeners when you're on WBNS because WBNS carries all 20 top-rated programs, day and night.

Winter-Spring Hooper Report shows WBNS with the highest number of listeners in every rated period but one, and we're a close second there, too! You get more listeners per dollar than on any other local station. For rates and time availabilities, write or call your John Blair representative.



*Source: SM Survey of Buying Power 1951



That's the direction of WMAQ program ratings*

More and more listeners in the prospering Middle West are joining the big WMAQ family all the time.

For instance, in spite of a slight seasonal decline in all Chicago area listening during the first four months of 1951:

53% **of rated WMAQ quarter-hours showed increased ratings.**

66% **of rated WMAQ quarter-hours either increased or remained constant.**

Contact WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales office NOW for assistance in placing your sales messages before this ever-growing audience.

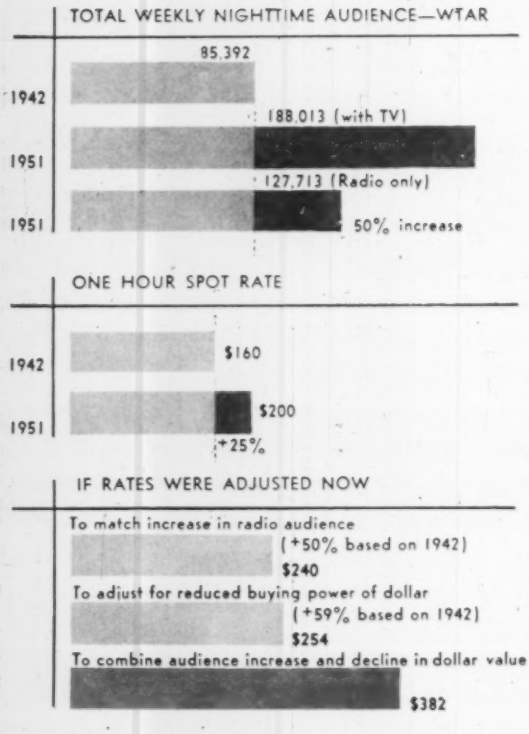
*Pulse of Chicago

NATIONAL BROADCASTING COMPANY

WMAQ
CHICAGO

DETROIT PUBLIC LIBRARY

are customers sold by radio



Sources: Total Weekly Nighttime Audience—NBC 1942; 1951—BMB 1949 figures adjusted for 3.6% increase in radio families nationally; rates from SRDS—June 1942, April and May 1951; dollar value computed from U. S. Bureau of Labor Statistics—Consumer Price Index, Feb. 1942 and Feb. 1951. TV set estimate April 1951—NBC Research Department.

The ANA Report states radio rates should be reduced. The networks apparently agree.

WTAR doesn't . . . not because we are cantankerous, but because all the facts establish conclusively that WTAR rates are too low.

We feel, therefore, that we should provide our advertisers with the true facts:

The first uniform measurement of radio station audiences became available in 1942, so let's take that year as a base. Since that time, you've invested millions of dollars in WTAR time. Your repeated renewals and the sales successes you have achieved in the Norfolk-Portsmouth-Newport News market indicate that your money was well spent.

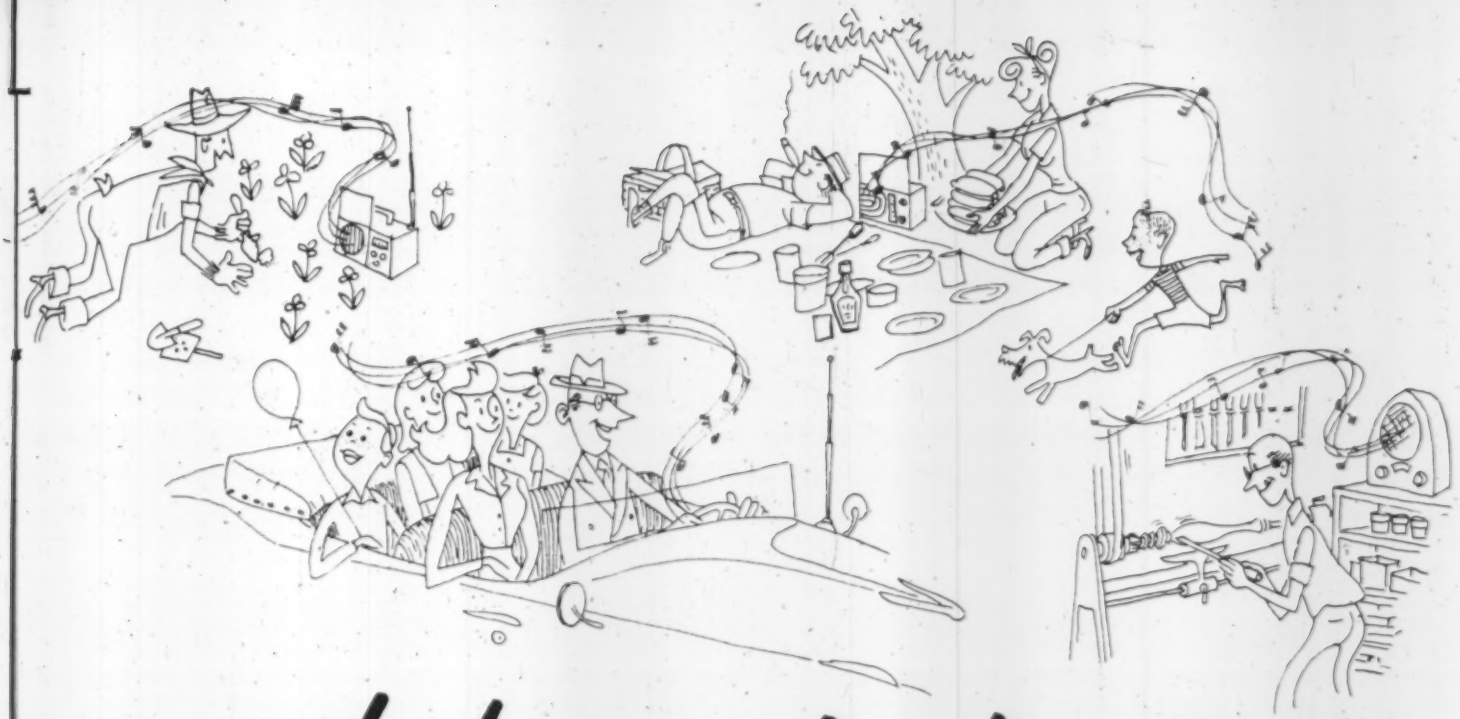
Through the years since 1942, WTAR has increased its rates only 25%. *Just 25%!*

In 1942 WTAR's total audience was 85,392 homes. Today WTAR's audience totals 187,910 homes! Now if we agree—*which we certainly don't*—to the ANA theory that as soon as a TV set is installed in a home the radio is never again turned on, we can subtract all TV homes and still have 127,713 homes untouched by TV.

This is an increase of 50%!

If we adjust our rates to the decreased value of the dollar in 1951 vs. 1942, and to the increased cost of production—which every other major medium has done . . . the newspapers, magazines, outdoor, etc—the proper rate for an hour on WTAR should be $382 instead of our present rate of $200.

This logical approach to a fair rate is not just theory. WTAR has for years . . . and still does . . . actually *deliver* the listeners. Not just potential homes. Homes that *listen* to WTAR. This year the Hooper continuing measurements show that WTAR delivers 35.8% of all morn-



worth less today?

ing listeners, 44% of all afternoon listeners, 42.7% of all nightime listeners —with *nine* stations competing in the market!

BMB shows 44% of all radio listeners tuned to WTAR six to seven nights a week and 37% in the daytime. *No other station in the market can approach this kind of coverage.*

Despite the insistence of the ANA that TV has reduced the value of radio time, the advertisers in our market are so well satisfied with WTAR's past and present performance as a sales medium that we have difficulty finding time for them.

If today's customer is worth as much to you, our advertisers, today as he was in 1942, you are getting that customer's ear through WTAR at bargain rates—at little more than half what you paid for his attention in 1942!

Every logical reason and cost factor indicates that WTAR should *raise,* not lower, its rates.

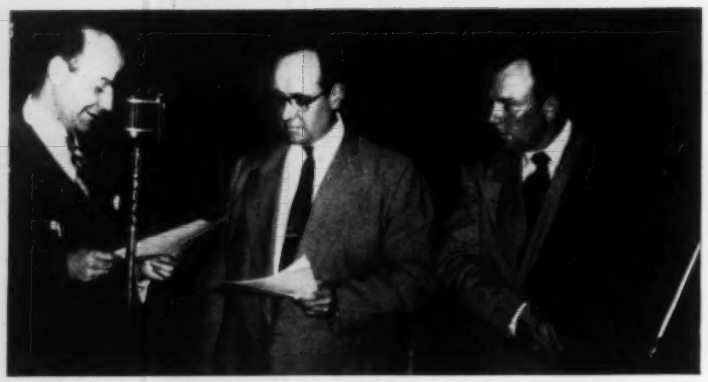
WTAR *norfolk*

virginia's pioneer broadcasting station

790 kc am, 5000 watts day and night
97.3 mc fm, 50000 watts day and night

REPRESENTED BY PETRY

Campbell Arnoux, President Robert M. Lambe, Sales Manager



BRONZE plaque commemorating 20 years of affiliation with NBC was presented to WDAY Fargo, N. D., on the eve of station's 29th anniversary. Don Mercer (l), NBC public relations officer, extends network congratulations to Jack Dunn (center), WDAY station manager, while Tom Barnes, sales manager, holds NBC plaque. Mr. Dunn accepted the award on behalf of WDAY President Earl Reineke. Congratulations were wired to station by NBC President Joseph McConnell and Board Chairman Niles Trammell. Special birthday program featured a history of radio and WDAY achievements and recorded program highlights.

Milestones

► C. L. (Chet) Thomas, general manager of KXOK-AM-FM St. Louis, on June 12 observed his 23rd anniversary in radio. Mr. Thomas has been general manager of the St. Louis stations since March 1943, when he transferred from KFRU Columbia, Mo. He began his career at WLW Cincinnati where he served as traffic manager of WLW and WSAI Cincinnati. He served also at WINS New York and WCAE Pittsburgh.

* * *

► Wiley Walker and Gene Sullivan, song and comedy duo of WKY Oklahoma City, have just made their 2600th broadcast for the same sponsor—Superior Feeds—and at the same time celebrated their 10th anniversary with that sponsor. B. D. Eddie, head of Superior Feeds, commented, "We're certainly happy with the boys and with the results we've received from their programs and from WKY."

* * *

► WSAM Saginaw, Mich., "born" June 1, 1940, shared birthday honors with a Saginaw youngster born the same date. An 11th birthday party was held for both WSAM and the boy on the program, *Uncle Howie's Kids Club*.

* * *

► Alvin Epstein Adv. Agency, Washington, D. C., in June began its sixth year of business. Firm now employs 12 persons, handles a reported gross exceeding $150,000 annually.

* * *

► WOW Omaha has extended congratulations to Mal Hansen, farm service director, who has just completed his fifth year with the station. The "wooden" anniversary drew from listeners such gifts as a carved cherry wood walking stick and a miniature stepladder.

MEXICO'S RADIO
Is Continental Ambassador

SOUTH of the Rio Grande radio has been Mexico's top-notch ambassador by taking the best music of the country throughout the continent and throughout the world, according to speakers at a Mexico City Rotary Club radio-TV meeting.

Main address was given by Emilio Ascarraga, Mexico's radio and television magnate, who spoke on the future of television. He said color TV would not be available in Mexico for the next few years. XEW-Television personnel are well prepared to offer the public what it expects of the new art, Mr. Ascarraga said, explaining he wanted "a bit of indulgence" until he got "the hang of batting in this new league."

Another feature event was a special TV program, a documentary on the ambitious Mexican TV project, "Televicentre." It explained aspects of life which video will cover, cultural and recreational programs, sports, musical shows, children shows and news events. Serna Martinez, another speaker, said the function of radio has been one of the most important in the consolidation of continental friendship.

SOME 200 network commentators, newscasters, news editors and special events directors are now receiving weekly bulletins of "News from Behind the Iron Curtain" from Crusade for Freedom. The material is compiled and distributed by Alton Kastner, radio-television director.

NOW! Notre Dame Football Broadcasts

LOW PACKAGE PRICE

- All Line Costs
- All Broadcast Privilege Fees
- Play-by-Play Report by Joe Boland — Nationally Famous Football Announcer

IRISH FOOTBALL NETWORK

Operated by WSBT, The South Bend Tribune Station

WRITE, WIRE

today for brochure "1951 NOTRE DAME FOOTBALL" with complete information for your station or client.

IRISH FOOTBALL NETWORK
c/o WSBT, Tribune Building
South Bend, Indiana

★ TOP GAMES! ★ TOP ANNOUNCER! ★ TOP RATING!

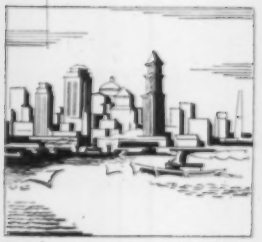
now

...double coverage

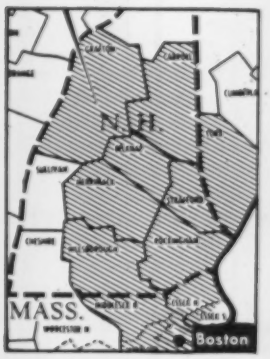
for your radio dollar

when you buy **WLAW**

in New England!



Now, when you buy WLAW, you get ABC's ONLY Boston coverage.



Exclusive dominance of the equally big north-of-Boston market!

50,000 WATTS

WLAW

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THE SOUTH'S No. 1 STATE

WPTF -
NORTH CAROLINA'S No. 1 SALESMAN

North Carolina Rates More Firsts
In Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen to
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WPTF

also WPTF-FM

NBC AFFILIATE for RALEIGH, DURHAM
and Eastern North Carolina

50,000 WATTS
680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 41, No. 1 WASHINGTON, D. C., JULY 2, 1951 $7.00 A YEAR—25c A COPY

FCC MOVES TO SPEED THAW

Delays Allocation Hearing

DETERMINED to thaw the three-year old television freeze with greatest possible dispatch, the FCC last Friday postponed until July 23 the scheduled July 9 city-by-city allocation hearing and pondered alternative shortcuts toward the authorization of perhaps 2,000 new VHF and UHF stations.

Plagued by a series of legal conundrums which could throw its plans into litigation, the FCC clarified most of these at an all-day oral argument last Thursday. It is expected to act promptly on the question of legality of its fixed allocation plan. It will determine—possibly this week—whether it will pursue a nation-wide fixed allocation or a key city allocation based upon rigid engineering requirements, such as the 180-mile co-channel separation between stations and the 70-mile adjacent channel separation now tentatively proposed.

As soon as the FCC finalizes its course of action it will set a starting date for the filing of new applications to supplement the 400-odd now pending. This period must run for 60 days, by prior commitment, and it is expected that perhaps another 400 requests will be filed. Simultaneously, too, it is thought the Commission will immediately consider pending applications of existing stations for maximum power increases, and partially lift the ban, notably in the territories where there are no interference conflicts.

Educational Issue

Inevitably interwoven into these considerations are the 10% reservations for noncommercial educational stations. Recent developments, indicating that many of the educational institutions are cooling off on operation of stations of their own, are expected to stimulate a new tack by the FCC when it finally considers the reservation plan.

Support appeared to be growing last week for a preliminary conference of broadcast attorneys to informally thrash out legal issues in procedures to expedite lifting of the freeze and to confer on short-cut proposals.

The ice could break this week, it was pointed out, should someone file a firm suggestion which others could support or modify through subsequent petitions.

WKMH Dearborn, Mich., opponent of FCC's policy, made such an offer during Thursday's oral argument and asked FCC specifically to invite parties to file suggested expediting plans. FCC made no comment.

One FCC source pointed out the successful plan probably will have to come from the industry and carry broad support.

Prompt Action Seen

Prompt action on the legal question is expected, most likely this week, particularly in view of the fact the ranks of both supporters and non-supporters of the FCC's authority appeared split on the various legal issues. Many quarters feel FCC must and will stand firm on its legal authority to allocate specific channels to specific communities by rule-making since several witnesses conceded during the oral argument FCC's jurisdiction in virtually all other communication services would be similarly affected.

Equally significant, some point out, was the division within the Federal Communications Bar Assn., which posed the original challenge to the Commission authority on pre-determined allocation by rules. FCC questioned at length FCBA's own authority to present the challenge since its membership had not been polled on the issue. FCBA at the end of the argument, however, explained the membership had voted for the petition at its annual meeting in January 1949.

Wants Final Plan Now

FCBA urged FCC to make its allocation plan final now (but not by fixed rule which it held is "illegal") and to commence hearings on new applications. This would eliminate the forthcoming city-by-city hearing, it was noted.

Supporters of the FCBA plea for an informal "non-rule" allocation plan stressed this method would confine litigation to a specific area rather than tie up the entire country indefinitely. They also emphasized that getting down to considering firm applications would have the effect of (1) cutting out "elaborate" alternative proposals, (2) sift out the real applicants from the many who merely filed comments because they felt it was their "last chance" under FCC's plan, and (3) bring about mutual compromises as in AM which would forestall the feared "chain reaction" of mass comparative hearings.

Those supporting FCC's position did not see such an easy "out" to the mass comparative hearing problem, noting that if, as FCBA argues, all who file must be heard, the hearings would become bigger than ever.

DuMont, however, has wired FCC it wants a full hearing on its plan and could not do it justice by a paper presentation (see story page 68).

WKY-TV Oklahoma City also has petitioned FCC to sever from the general proceeding the Com-

(Continued on page 68)

RADIO TOPS PAPERS

In D. C. Store Tests

RADIO consistently produced more traffic for two major Washington, D. C. stores than parallel newspaper advertising, according to a series of tests conducted by Advertising Research Bureau Inc. Moreover, radio traffic bought more goods than newspaper traffic.

Studies were conducted in Woodward & Lothrop department store and Jelleff's Inc., woman's specialty store, both nationally known retailers.

Arrangements were made with the cooperating stores by Mahlon Glascock, sales manager of WRC, NBC-owned Washington outlet on which all radio advertising was carried.

Four Studies Made

Four studies were conducted, with the stores having complete freedom in selection of items to be advertised as well as the size and placement of newspaper advertising. Normal advertising and sales procedures were used by the stores and there were no special sales or prices.

In a fifth study at Brooks, women's specialty shop, radio ran a little under 2% below newspapers in percentage of dollar value of purchases but here again the value of using both newspapers and radio was demonstrated.

ARBI has conducted a large number of traffic-purchasing tests in all parts of the nation [BROADCASTING • TELECASTING, May 7].

The findings point to the conclusion that large retailers haven't been using the proper advertising strategy in their radio campaigns, a fact emphasized in the 1945 findings during the Joske's studies in San Antonio and demonstrated in perhaps a hundred ARBI studies.

Four separate tests were conducted at Woodward & Lothrop's and Jelleff's. The Woodward & Lothrop tests involved nylon lingerie. The Jelleffs studies were built around women's robes and suits.

Neither store has been a consistent or important user of radio advertising. Both buy heavily of newspaper space. Shortly after World War II Woodward & Lothrop ran a live symphonic series designed to emphasize the firm's prestige.

In a nutshell, the tests showed these results:

● Radio advertising produced more traffic than newspapers.

● Duplicate radio-newspaper coverage was small but this traffic had a high conversion rate to sales—highest of any traffic.

● Radio had a higher accumulative effect than newspapers, building up during the three-day test periods as newspaper traffic declined sharply after the first day.

● Consistent repetition of the same commercial message over a period of days, while a proved radio strategy, should be used by retailers.

● Radio brought in large numbers of customers who had not seen the newspaper advertising, indicating a separate market which would have been lost had newspaper-only advertising been used.

In one of the Jelleff's tests the study was carried over into a fourth day with no additional advertising in either newspapers or radio. Interviewers were kept in the store on the fourth day for the sole purpose of checking the accumulative effect of both newspaper and radio advertising.

Radio reached its peak perform-

(Continued on page 89)

CITRUS ADV.

Half Million for Radio-TV

HALF MILLION dollars has been earmarked for radio and TV advertising during the coming fiscal year by the Florida Citrus Commission, with current ad schedules in 14 major northeast and north central markets renewed.

Meeting in Lakeland June 22, the commission approved a $2 million advertising budget, of which 25% was allocated for radio-TV, 23% for newspapers, 28% for magazines and the remainder for ethical and trade advertising.

The increased use of radio and TV was described by Ralph Henry, acting advertising manager, as the result of "many requests from trade factors for this type of advertising — especially TV." Mr. Henry was appointed acting advertising manager following the resignation of Dawson Newton (see AGENCY BEAT, page 10).

Commission's consumer advertising is handled through J. Walter Thompson Co., New York. The commission's advertising year, formerly beginning each November, was changed to coincide with the beginning of the fiscal year, July 1.

Income for Florida citrus advertising is derived from a per box assessment on fruit sold during the season beginning in September. Campaigns will be aimed at increasing consumption of Florida oranges, grapefruit and tangerines.

KRAFT HEADS

New Fort Industry Office

PLANS for the opening of a Fort Industry Co. sales office in Chicago and the appointment of Reynold Kraft to head it were announced last week by Lee Wailes, Fort Industry vice president in charge of operations. The office is to be opened in about two weeks.

Mr. Kraft

Mr. Kraft, veteran radio and TV executive, who resigned recently as vice president in charge of television activities of the Paul H. Raymer Co., will report to Tom Harker, vice president and national sales director, in New York.

Mr. Kraft served with NBC for 13 years—eight with the radio network and five as TV sales manager. In the latter post he was credited with several TV sales "firsts."

Sterling Drug Renews

STERLING DRUG Inc., New York, for the third successive year, is renewing *My True Story*, 10-10:25 a.m. five times weekly on ABC, for 52 weeks. Dancer-Fitzgerald-Sample, New York, is the agency.

Drawn for BROADCASTING • TELECASTING by Sid Hix

NIELSEN COMPARES '48 AND '51

Issues National and N.Y. Radio Figures

A. C. NIELSEN figures comparing 1948 and 1951 radio ratings on a national basis were released last week after *The New York Times* published C. E. Hooper Inc. figures for the New York area to show "the deterioration of the network radio situation in New York" (story page 56).

Nielsen Co. also released figures on the New York area. Certain differences in the periods and New York areas sampled in the two surveys were noted. The period during which the Hooper samples were taken was that of "late winter and early spring," whereas Nielsen figures represent the month of March for 1948 and 1951, respectively.

The Nielsen radio ratings were as follows:

MARCH 1948 AND MARCH 1951 COMPARISON
AVERAGE AUDIENCE BASIS

Program	New York Station Area '48	New York Station Area '51	National '48	National '51 Total	National '51 TV Homes	National '51 Non-TV Homes
Jack Benny	22.5	7.6	21.2	13.6	2.4	17.3
Amos 'n' Andy	15.7	4.2	22.8	13.2	1.4	17.1
Talent Scouts	23.6	6.8	21.8	13.2	3.4	16.3
Radio Theatre	27.2	6.9	25.6	15.7	5.5	19.1
My Friend Irma	19.2	7.2	18.7	12.6	4.4	15.4
Bob Hope	15.7	3.0	20.7	8.1	1.3	10.3
Fibber McGee	17.9	6.3	25.2	9.8	1.8	12.4
Big Town	17.0	4.6	17.8	9.3	2.6	11.4
Groucho Marx	10.3	5.4	9.1	11.2	1.7	14.3
Bing Crosby	14.8	6.9	11.8	9.6	2.0	12.1
Average	18.4	5.9	19.5	11.6	2.7	14.6
	(Percent change—67.9)			(Percent change—40.5)		

'MRS. AMERICA'

Stations Sign for Contests

SEVEN stations have signed to hold "Mrs. America" elimination contests in their areas, Mrs. America Inc., 152 W. 42d St., New York, announced last week.

The stations signed include WTSA Brattleboro, Vt.; WBRD Fort Lauderdale, Fla.; KNEA Jonesboro, Ark.; KWLM Salem, Ore.; WMUR Manchester, N. H.; WHAN Charleston, S. C., and WARD Johnstown, Pa., the announcement said. Other stations are joining WARD in Pennsylvania.

Finalists in the contest will receive an all-expense-paid trip to Asbury Park, N. J., where a "Mrs. America" will be selected Sept. 9 and will receive over $7,500 in prizes. Stations sponsoring local contests pay for the campaign material furnished them, but are free to sell the contest to sponsors, it was announced.

WORLD RELEASES

Three Jingle Campaigns

RELEASE of three new jingle campaigns by the World Broadcasting System, New York transcription library firm, was announced last week.

Two campaigns—"Dry Cleaners and Laundry" and "Savings Bank and Building and Loan"—are designed for year-around local sponsorship, while a third—"Back to School"—is for local sponsors with merchandise for sale to school children, particularly in the August-September and post-Christmas periods.

Meanwhile, World reported sales of time-signal jingles to three additional stations, and of musical weather jingles to four.

NBC'S ANSWER

Given to Gould Article

NBC took a full-page advertisement in *The New York Times* last Friday to answer *Times* Radio-TV Editor Jack Gould's appraisal of TV's effects on network radio, carried two days earlier as part of the *Times* series on television's social and economic impact (see story page 56).

"Yes, Mr. Gould, television does have impact, but—network radio reaches more people in more places at the lowest cost," the NBC ad asserted.

The *Times* story had been headlined: "TV Makes Inroads in Big Radio Chains."

In its answer, NBC said: "Figures presented in the article, among others, portrayed radio listening in one city—New York—but neither New York nor the five U. S. cities with equal television strength in the nation . . . and the only fair measurement of network radio listening is on a national basis.

"Network radio is a nation-wide selling force . . . reaching people inside and outside of television areas. On a national basis, then how does network radio stand today?"

Answering this question, NBC noted that the average sponsored evening, half-hour network show this fall will reach 8,289,000 persons at a cost of $2.23 per thousand to the advertiser. The average black-and-white page ad in *Life* the network continued, will be seen by 5,509,000 and cost $3.18 per thousand. The average page in *This Week*, Sunday supplement, will have 7,149,000 noters at a cost-per-thousand of $3.34, while the average sponsored evening network television show will reach 5,899,000 persons and cost $4.23 per thousand, NBC declared.

Its conclusion: Network radio is still the nation's most economical advertising force.

ABC STOCK SALE

By Zeckendorf, Anderson

ABC Directors William Zeckendorf and Earl E. Anderson, who also is a network vice president, last month between them sold 3,900 shares of ABC common stock, according to reports last week by the New York Stock Exchange.

Mr. Zeckendorf sold 2,000 shares representing his entire ownership in the network, while Mr. Anderson sold 1,900 shares, leaving him owner of 6,600 shares, the Exchange reported.

Franco to Weintraub

CARLOS FRANCO, Kudner Agency, New York, joins William Weintraub Co., same city, effective today (Monday), in an executive capacity. Mr. Franco previously had been with Young & Rubicam.

FM SET SITUATION

Tripartite Meet Held

PERSISTENT claim of FM stations that set makers will not supply a pentup demand for FM-tuning receivers was met last week by set makers with the claim that nearly 200,000 units are on shelves and in factory storage.

The two groups, often at arm's length over who wants FM sets and how many, moved toward cooperative effort at a meeting held Tuesday at NARTB Washington headquarters. Represented were NARTB, FM Industry Committee (also representing stations) and Radio-Television Mfrs. Assn.

Presidents of NARTB and RTMA took part, along with the industry committee's chairman. Out of the session came considerable understanding of common problems and divergent interests.

NARTB and the industry group cited a NARTB survey [BROADCASTING • TELECASTING, May 21] showing shortage of supplies of AM-FM table models in nine-tenths of the distribution areas covered in the survey.

Large Inventories Cited

RTMA countered with a survey showing at least 145,059 AM-FM radios in distributors inventories and another 42,872 in factory inventories. These figures apply only to RTMA member companies.

Representing NARTB stations at the meeting were Harold E. Fellows, president; C. E. Arney Jr., secretary-treasurer, and Robert K. Richards, public affairs director. Appearing for the NARTB FM Committee were Ben Strouse, WWDC-FM Washington, chairman; Josh L. Horne, WFMA (FM) Rocky Mount, N. C.; Everett L. Dillard, WASH (FM) Washington.

For the FM Industry Committee were Morris Novik, radio consultant, chairman; Raymond S. Green, WFLN (FM) Philadelphia; Leonard Marks, attorney.

Appearing for RTMA were Robert C. Sprague, board chairman; Glen McDaniel, president, and James D. Secrest, general manager. Representing RTMA's FM Policy Committee were John W. Craig, Crosley Div., chairman; J. M. Clement, Crosley Div.; Ernest H. Vogel, General Electric Co.; A. B. Mills, RCA Victor; Leonard Cramer, Allen B. DuMont Labs.

After the meeting Mr. Novik, speaking for the FM Industry Committee, said he was impressed with the sincerity of the manufacturers. He agreed to hold up a plan to broadcast the slogan, "Unless you have FM your set is obsolete." This tactic had been approved at the NARTB convention in April. Mr. Novik said the committee appreciates the cooperative attitude of President Fellows and other NARTB officials in promotion of FM.

Out of the session also came a decision that broadcasters report shortages of FM set stocks in their areas to the manufacturers. Shortages will be reported first to NARTB, which in turn will give them to RTMA for relaying to individual manufacturers each week.

Both stations and set makers agreed the problem should be attacked on a market-by-market basis as shortages develop.

Presidents of the two associations will form a joint committee to explore the feasibility of cooperative effort in publicizing and promoting the advantages of FM listening. Among ideas considered are issuance of transcriptions carrying comments by name personalities in entertainment, music and sports. Both AM and FM broadcasters would use these promotional discs in their programming, in accordance with a resolution adopted by NARTB FM members at the April convention.

RTMA's survey of AM-FM inventories was made in March and April. It indicated some regions where distributors believed additional FM sets might be sold but RTMA insisted there was no general shortage. Mr. Craig said public demand for AM-FM was greatest in the South and Southwest.

Answering questions about AM-FM supplies since the Korean war started, 15 set makers said they found no serious shortages with three noting minor shortages in limited areas. Two firms said shortages had increased since the Korean outbreak.

Replying to other questions, 13 manufacturers reported no "substantial" market for AM-FM table models whereas 10 companies reported they had found such markets. Seven companies said there was a substantial market for AM-FM combination receivers but 14 said they had found no such demand.

Discussion was heated at times during the Tuesday meeting, especially when RTMA submitted its inventory data. FM broadcasters contended manufacturers showed an inventory of 619 FM sets in Hawaii, where there are no FM stations. They also pointed to New Mexico and Montana inventories and said these states have no FM stations.

Distribution Areas

In reply, RTMA spokesmen said some of these sets are high-priced phono combinations with built-in FM tuning. They claimed the location of a distributor's headquarters does not indicate extent of the area serviced.

Manufacturers conceded their allocations of AM-FM sets were faulty at times. FM interests claimed manufacturers making diversified appliance lines might allocate FM receivers to an area on the basis of demand for all appliances, disregarding the area's FM situation. Here again the manufacturers agreed they might be at fault some of the time.

When FM stations charged that the inventory was loaded with "dogs," or sets that were of poor quality and could not be sold, the set makers contended there was only one such model that had appeared in any quantity. They readily agreed that now and then a manufacturer will have a batch of sets with flaws but claimed these are hastily pulled back to the factory.

Mr. Dillard commented that the District of Columbia distributor inventory of 1,226 sets actually would move in a relatively brief interval, adding that Washington had 130,000 FM equipped radio and TV sets as of last May 1, according to American Research Bureau figures. The figure was based on verified set ownership data.

HORACE SCOTT (r), account executive, WGBS Miami, Fla., retiring president of the Advertising Club of Greater Miami and a director of the Fourth District, AFA, receives a plaque from AFA President Elon Borton. The plaque represents the First Award in the national competition for activities of the Miami Club in public relations for advertising during the past year. Presentation was made at the AFA St. Louis convention.

FOOTBALLCASTS

NCAA Unit Meets July 6

ALL PROPOSALS submitted to the NCAA TV Steering Committee for telecasting of football this fall will be presented to the full TV committee in Chicago July 6 (Friday) for its consideration, a spokesman for the committee said last Thursday.

The announcement followed a series of conferences held by the TV Steering Committee last Thursday with various groups interested in effecting compromise plans with the original NCAA-TV decision for limited television.

Members of the committee present were Thomas Hamilton, committee chairman and head coach of the U. of Pittsburgh; Max Farrington, George Washington U., and Ralph Furey, Columbia U.

Representatives from N. W. Ayer & Son, Phiadelphia, submitted a plan which called for amplified telecasting of the games and CBS was known to have had an official at the conferences.

Central topic of the NCAA group's discussions Thursday was the N. W. Ayer & Son compromise proposal, based on 15 years experience by Atlantic Refining Co. in sportscasting.

The Ayer plan points to the FCC proposal to open new TV channels, with 900 applications on hand. Basic objectives of the Ayer idea are to find what type of live telecasts would benefit the largest number of colleges and bring a fair return to colleges as well as sponsors.

While the scheme is based on Atlantic's 18 TV markets in the East, it offers many ideas applicable to the national picture.

Limitations Seen

The Ayer proposal suggests NCAA's proposal to limit live telecasting to one or two games a week makes it impossible to study a wide range of questions inasmuch as many factors affect attendance and the results would be worthless. At the same time the National Opinion Research Center analysis indicated local telecasts hurt an individual college's attendance most. Any decisive test must be based on the community issue, N. W. Ayer contends.

Several types of tests were proposed to NCAA. In the first, the home community test, four to eight markets would be picked to show the effect of complete telecasting of local colleges'games, using different types of situations.

For a large market, the agency suggested Philadelphia with its 60-70% TV set saturation, highest of any having a million or more families. This city has the highest percentage of owners out of the novelty period and football has been telecast 11 years. It has the highest paid admission total for college football of any similar 60-mile area in the world.

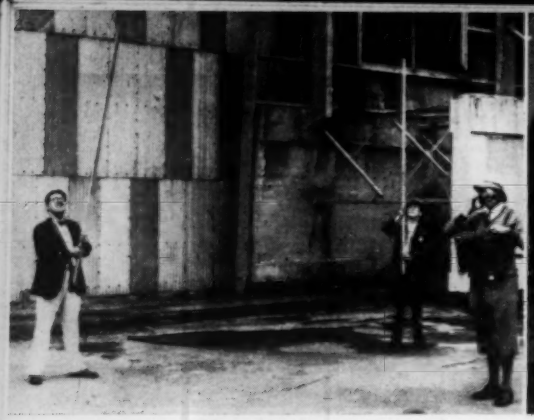
Games of U. of Pennsylvania, Villanova and Temple would be carried. Baltimore was suggested as a possible test site.

For small centers the agency suggested Lancaster, Pa., with Franklin & Marshall and several high schools. Richmond, Va., also was proposed.

Suggested as an average community was Providence, R. I., with Pittsburgh as another site. Binghamton, N. Y., was proposed for high school and secondary school tests.

A series of games was proposed for a test of the effect of network telecasts. Special studies would survey the effect of TV in large centers on travel attendance to games. This test would telecast Princeton and Yale games in New

(Continued on page 70)



A REMOTE in 1929 was planned in the face of incalculable odds. When the Graf Zeppelin arrived at Lakehurst, N. J., that year (left photo) Floyd Gibbons, wearing a pack transmitter, described it for NBC listeners while G. W. Johnstone and William Burke Miller struggled with a portable aerial. By 1936 the remote technique had improved considerably (center photo) and when the Hindenburg arrived at Lakehurst May 9 NBC gave exclusive coverage from its remote truck. The 1927 World Series was covered (right photo) by NBC when Graham McNamee (with hat) handled the announcing.

* * *

NBC's 25 Years . . .

THE National Broadcasting Co. will be 25 years old this fall. NBC, first of the radio networks to be formed on a permanent basis, began operations Nov. 15, 1926, with a gala all-star program. In addition to presenting such headliners as Walter Damrosch, Titto Ruffo and Weber & Fields, this inaugural program included the then daring experiment of making two remote pickups, bringing in the voice of Mary Garden from Chicago and that of Will Rogers from Independence, Kan.

The founding of NBC was based on good business sense. The novelty of radio was wearing thin in 1926; people were beginning to demand better programs than were then available; the sale of receiving sets was falling off alarmingly. Better, more widely distributed programs seemed to be the answer. RCA, which then served as sales agency for the radio sets manufactured by Westinghouse and General Electric, joined with those companies to form NBC.

The network's purpose, as set forth by Owen D. Young, GE board chairman, at the first meeting of the NBC advisory council on Feb. 18, 1927, "is to provide the best programs available for broadcasting in the United States and to secure their distribution over the widest possible area."

To celebrate its quarter-century of progress, NBC will devote much time and many programs during the last half of 1951 to saluting broadcasting's veteran performers and recounting its great achievements. BROADCASTING • TELECASTING presents this chronology, abridged from NBC's own compilation, for the industry's official record.

1926

Sept. 9: NBC organized as a service of RCA with aim "to provide the best programs available for broadcasting in the United States." First network included 21 stations, to begin operation Nov. 15. Merlin Hall (Deac) Aylesworth named first NBC president.

Nov. 15: Inaugural broadcast with Walter Damrosch and a symphony orchestra, Titto Ruffo, Goldman Band, Weber & Fields, Mary Garden, Will Rogers, New York Oratorio Society, and the Vincent Lopez, Ben Bernie, B. A. Rolfe and George Olsen orchestras.

1927

Jan. 1: NBC-Blue Network, with WJZ New York as key station, begins operation as adjunct to NBC-Red, original network, with WEAF New York as key.

First coast-to-coast broadcast—Rose Bowl Game from Pasadena—broadcast over 4,000-mile hookup.

Jan. 5: General Foods Corp. starts its first network series.

Feb. 6: Crowell Publications starts famed *Collier's Hour*.

Feb. 18: Cities Service Co. begins NBC weekly broadcasts still continuing in 1951.

Feb. 22: President Calvin Coolidge's Washington Birthday address broadcast on coast-to-coast NBC network of 42 stations.

April 11: NBC Pacific Coast Network organized.

June 11: Presidential reception of Charles A. Lindbergh, home from solo flight to Paris, broadcast on coast-to-coast network.

July 24: First broadcast linking U. S. and Canadian stations.

Sept. 22: Dempsey-Tunney championship bout broadcast on 69 station-network, largest to this time.

Oct. 1: NBC opens new studios at 711 Fifth Ave., New York.

Nov. 7: General Motors Corp. starts first network series.

Dec. 2: *Palmolive Hour* starts on NBC.

1928

March: Pacific Coast stations offered to advertisers on "special facilities basis" as part of coast-to-coast hookup.

March: First nationwide survey

(Continued on page 78)

* * *

When the Metropolitan Opera was broadcast for the first time in December 1931 (left photo), Milton Cross (center) did the announcing while other details were handled by Herbert Liversidge (l), production expert, and Charles Grey, Engineer. At the 1936 Democratic National Convention (center photo), NBC used a portable microwave transmitter to pick up the comments of the delegates. Handling this phase of the coverage were Fred Shawn (back to camera) and Tom Manning. Sound effects in early days (right photo) were of the crudest design and often were the actual items to be reproduced.

BAB MEMBERSHIP

Active Total 866–Ryan

ACTIVE BAB membership total of 866 as of Friday was disclosed by William B. Ryan, president, in the first public report of membership figures for the central sales promotion bureau.

He announced that "a vigorous faith in the proven values of radio advertising and a growing spirit of cooperation in industry-wide sales promotion" had combined to produce "a numerically strong station membership foundation for the new BAB."

Reporting that broadcasters were reflecting "a feeling of optimism about the new BAB," Mr. Ryan recalled that Niles Trammel, NBC board chairman, had referred to BAB's recent accomplishments as "impressive" and its establishment as "one of the most progressive steps taken by the radio industry since World War II."

"Between that appraisal," Mr. Ryan continued, "and the large variety of reasons given by veteran broadcasters in key markets as to why they have united in support of BAB, lies the necessity for it; an outline of its functions and duties; its role in the selling sphere; its overall and day-to-day job."

The BAB head made public statements by prominent broadcasters of their reasons for joining BAB:

Walter J. Damm, WTMJ Milwaukee—"For years we have felt that the radio industry has for a long time needed a cooperative effort to 'sell' radio in competition with other media. We are satisfied the revitalized BAB can and must be the answer. Radio, long ago, should have prepared itself with the 'facts' of its true selling power, and it is our feeling that it is not too late to make this effort. To us BAB is the answer to correlating and using these facts."

J. E. Baudino, KDKA Pittsburgh—"Radio with its usual reticence has always underplayed the amazing story of the medium that reaches the most people most efficiently and for the least amount of money. We feel that the radio story must be presented continuously and BAB is proving itself to be the aggressive, alert organization necessary to give the complete radio picture."

E. Newton Wray, KTBS Shreveport—"By producing tangible and direct sales aids and promotional material in a simple and usable form adaptable for both national and local sales, BAB will give radio the stature it has long deserved. A comparative study of case histories should prove the superiority of radio over newspaper as a sales medium."

Martin B. Campbell, WFAA Dallas—"Now, more than ever, broadcasters need a central advertising bureau to sell radio for what it is—a tremendously potent sales force. I don't see how any except the most short sighted station operators can afford to stay out of BAB."

Harry Butcher, KIST Santa Barbara—"BAB is a critically important promotional arm for all radio stations. I find it gives intelligent and specific assistance even in local markets. Certainly radio has a vital story to tell and BAB has been and I am confident will continue to be radio's most aggressive salesman."

Jack Harris, KPRC Houston—"In my opinion, broadcasting's future for the next 20 years depends upon far sighted and aggressive action by broadcasters today. I know of no other organization better equipped to assure a sound future for broadcasting than BAB. Under present conditions BAB is not just something we should join but an organization we must actively support with our funds and our energies."

Thomas H. Anderson, KALL Salt Lake City—"When all the cold, hard facts are assembled, AM radio will still be on top. . . . We expect our membership in BAB to pay off in valuable, hard-hitting sales ammunition."

Bill Schroeder, WOOD Grand Rapids—BAB is "a necessary element to the continued prosperity of those radio stations rendering genuine service to their listeners and advertisers. Radio advertising continues to be one of the strongest, least expensive tools available. . . ."

William M. Dawson, WARM Scranton, Pa.—BAB "is one of the most practical and useful aids in selling radio time. . . . It not only gives our salesman an intelligent approach to the situation, but arms him with a powerful selling tool, and its continuous help for all phases of business is a must."

Elias I. Godofsky, WHLI Hempstead, Long Island, N. Y., considered BAB a "necessary tool" for telling radio's story, developing new advertisers and combatting propaganda of competitive media. "If BAB succeeds, and with industry-wide support it must, good stations everywhere will experience a healthy increase in income and will be even more useful to the communities they serve," he said.

WCAO Baltimore gave a cocktail party so that New York timebuyers could get to know Hugh Wanke, the station's newest morning man. Among those present were (l to r) Robert Richmond, WCAO assistant general manager; Mr. Wanke, new WCAO disc jockey; Frank Silvernail, BBDO, and Ralph McKinnie, sales manager, Paul H. Raymer Co., WCAO station representative.

AGGRESSIVENESS

In Selling Radio, Urged by Ryan

RADIO, like any other medium facing competition, must adopt a more aggressive sales procedure and "go out and fight like hell to defend and improve its position." This warning was sounded last week by William B. Ryan, BAB president, before managers and salesmen of the Southern California Broadcasters Assn.

Expressing the optimism that "radio is here to stay," Mr. Ryan said the medium is now going through the same period of self-examination, adjustment and concerted industry-wide promotion which all other media experienced on the advent of radio itself.

Admitting that television had cut into radio listening, Mr. Ryan nevertheless said that "in the blackest picture" he had ever seen painted, radio listening was shown to consume more than two hours a day in homes with television—"more time than is spent reading newspapers, magazines or books." Further, the millions of homes without TV still listen to radio more than four hours daily, he added.

Realign Selling Perspective

He further urged broadcasters to stop selling radio on the basis of how small an audience it delivers, through excessive use of program ratings, and start promoting it on basis of total audience plus specific results. "Good rating services have their place in the evaluation of radio programming," he agreed, "but they must be used only to study trends of program popularity and be considered only as one factor in total framework of radio's values."

Mr. Ryan suggested that broadcasters give intense attention to improved programming and exploitation, stick to their rate card prices and avoid P. I. deals, which he stated have been as important as TV competition in causing buyers to demand general rate reductions for radio time.

Deploring network rate cuts, he attributed them to undue dependence on ratings and lack of sufficient basic research on cumulative values of radio. BAB will undertake to supply such research, he said, first on pilot basis in selected markets and later nationwide.

"The buyer will determine radio's real value by the extent to which it accomplishes his objectives," he stated, "including, but not necessarily limited to, volume of sales."

Mr. Ryan suggested three major efforts to increase local business: **(1) Study the prospect's business, combining background material of BAB retail sales aids plus conversations with store personnel and customers; (2) present the prospect a plan based on good copy approach to his sales problems; (3) after selling, service the account constantly with new information and merchandising suggestions.**

Mr. Ryan has returned to New York following conclusion of a round of speeches in the West.

KING INTEREST

Hearst Buys One-Fourth

ACQUISITION OF one-fourth interest in King Broadcasting Co., Seattle (KING-AM-TV), by Hearst Radio Inc., was announced jointly last Friday by the Hearst subsidiary and Mrs. A. Scott Bullitt, KING president. The price was in the neighborhood of $375,000.

The *Post Intelligencer* is the Hearst newspaper in Seattle and the arrangement, according to Mrs. Bullitt, will make for closer association between the newspaper and the station operations in providing the public with news and sports coverage, as well as community service. Majority ownership is retained by Mrs. Bullitt.

The transaction was consummated following negotiations which had been conducted by the late Tom A. Brooks, Hearst Radio vice president. Hearst owns three AM stations—WBAL Baltimore, WISN Milwaukee, and, via Hearst Consolidated, WCAE Pittsburgh. It also has one television station—WBAL-TV. President of Hearst Radio Inc. is Charles McCabe, also publisher of the *New York Mirror*.

AMERICAN TOBACCO

FTC Issues Cease Order

AMERICAN Tobacco Co., New York, maker of Lucky Strike cigarettes, a leading radio and television advertiser, last week was ordered by the Federal Trade Commission to stop making certain advertising claims.

The order specifically outlaws claims that Lucky Strike cigarettes—or the smoke from them—contain less nicotine or less acid than other leading cigarettes. Also banned are representations that Luckies are less irritating to the throat than other brands and that Luckies are preferred 2-to-1 by independent tobacco experts.

IN REVIEW...

Program: Premiere commercial color telecast; CBS-TV stations in New York, Washington, Boston, Philadelphia and Baltimore; 4:30-5:30 p.m., June 25.
Sponsors: General Mills, Lincoln-Mercury, Longines-Wittnauer, Pabst Blue Ribbon Beer, William Wrigley Jr. Co., Revlon, Thomas J. Lipton Inc., National Biscuit Co., Toni Home Permanent, Monarch Finer Foods, Procter & Gamble, Standard Brands, Quaker Oats, Best Foods, Pepsi-Cola, Liggett & Myers (Chesterfields).
Cast: Arthur Godfrey, Faye Emerson, Sam Levenson, Garry Moore, Patty Painter, Robert Alda, Isabel Bigley, New York City Ballet, Bil Baird Marionettes.
Music: Jerry Bresler's orchestra.
Directors: Frances Buss, Fred Rickey.

SEVERAL bottles of Revlon nail polish stole the show from Faye Emerson, Arthur Godfrey and other resident divinities of CBS on the premiere commercial broadcast of color television.

This is not to underrate Miss Emerson, whose radiance has now been liberated from the cruel limitations of black-and-white, or Mr. Godfrey, whose ukelele, familiar as a gray instrument, turned out to have a splendid field sequential patina. But the nail polish was the subject that proved how great is the advantage of color over monochrome.

This reviewer reached a pro-color opinion—mind you, not pro-field sequential or pro-dot sequential; just pro-color—despite rather mysterious afflictions that beset the receiving apparatus on which he watched the premiere in Washington.

The set under observation was a "slave" unit attached to a (let us whisper the name) RCA black-and-white receiver that included an adapter. During the first few minutes of the program the slave seemed to be struggling to be free. Its overseer, a Legree from the CBS engineering department, finally subdued the gyrating picture, which was turning Patty Painter's face into an interesting montage of pastels, and kept it under reasonable control for the rest of the show.

[BROADCASTING • TELECASTING editors who saw the program on receivers in the CBS New York studios reported no such difficulties with reception.]

Easily the high point of the entertainment on the program was a presentation of "La Valse" by members of the New York City Ballet Company. The chorus wore flame-colored underskirts that made exquisite patterns swirling against the background of a black-and-white checked floor in overhead camera shots. The rapid movement of the ballet did not disturb the color registration.

The flesh tones of the dancers were transmitted more faithfully than those of some others who appeared on the show, perhaps because the dance was the last performance and by that time technicians had tuned up the system that had faltered at the start.

Among those appearing earlier on the program were William S. Paley, CBS chairman of the board; Frank Stanton, CBS president, and Wayne Coy, FCC chairman, none of whom was treated particularly kindly by the invention they have all so earnestly espoused.

The Revlon commercial presented a brunette model who was, to display the least possible enthusiasm, a wow. She wore a red dress that tamed the receiving slave unit completely. Occasionally she raised a languid hand to show an impeccable manicure that must have sent the women who saw the program rushing to the corner drug store for a supply of Revlon. The small battles of polish on a table at her side were, even to a male's uninterested eye, beautiful.

Another product that showed off to remarkable advantage — although all looked fine—was Pabst beer. The color of the beer as it was poured, foaming, into a glass, seemed exact.

There can't be any doubt that for advertisers color TV will do as much as the best color reproductions in slick magazines, and far more than color in newspapers.

Assuming technical difficulties do not restrain it, color television seems destined to become the major TV service.

* * *

DOWN YOU GO is another parlor game transplanted to a television studio and re-delivered to the parlor, a process that relieves the company in the parlor of the need to do anything more taxing than just watch. Such programs are no better than their participants. This one suffers from an unequal distribution of wit. Too often most members of the panel find themselves hopelessly stranded to be rescued, if that is not too strong a word, by Fran Coughlin, continuity director of WGN Chicago, who seems adept at this sort of thing.

The object of the game is to guess the slogan, book title, proper name or familiar phrase suggested by a clue. Sample clue on the program under inspection: "Very famous people who were deeply attached to each other." The answer, in case you're still struggling, was Eng & Chan, the Siamese twins. As the series continues it seems likely that the panel will overcome the stage fright that has been evident so far. Parlor games, including those played in a parlor, usually don't warm up for a while.

Program: Down You Go, 9-9:30 p.m., Wednesday, DuMont TV Network.
Producer: Gail Compton; assistant, Jay Sheridan.
Director: Barry McKinley.
Cast: Dr. Bergen Evans, moderator; Fran Coughlin, Toni Gilman, Robert Breen, Carmelita Pope.

* * *

THE RAMPARTS WE WATCH was a one-shot fired from a shotgun instead of a rifle, splattering several targets instead of drilling one. Described as a "documentary study of the defenses of Western Europe," the show began as a dramatic presentation of the struggle between a woman Communist and a free trade union leader for control of the miners working a Lorraine coal mine, but it degenerated into a series of speeches that undid everything done at the start.

Program: The Ramparts We Watch, June 25, 9-10 p.m., on ABC.
Producer: Robert Saudek, ABC vice president.
Writer: Joel Sayre.
Director: Martin Andrews.
Music: David Broekman, composer and conductor.
Cast: Luis Van Rooten, Doris Rich, Joe Julian, Ronald Liss.

About half the time was consumed by a dramatization of a mine explosion (caused by German bombs left over from the war) in which 20-odd miners, not to mention the script, perished. Doris Rich, as the villiage Red, was eminently treasonable, and other principals did as much as could be done with their lecture assignments. The script, by Joel Sayre, was not as good as his best nor up to the high standards set by the eight major ABC documentaries that preceded this one.

Officers Hear Saudek

ROBERT SAUDEK, ABC vice president for public relations, addressed 51 officers of the armed forces in New York Wednesday on "The Scope and Importance of Radio." The officers, studying modern techniques of public relations and psychological warfare, also heard John Madigan, the network's director of news, who discussed "How a Network covers the News," and ABC Correspondent Gordon Fraser, who described the position of war correspondents.

WISCONSIN LAW

Legalizes Giveaway Shows

BROADCAST and telecast of giveaway programs will become legal in Wisconsin this week, making that state the first in the country to enact such legislation. The bill, after being signed by the governor late last Wednesday, is now in the process of publication in the *Wisconsin State Journal*. The day after publication, the bill (Chapter 463 for 1951) will become law.

The new bill, introduced as Assembly Bill 315 A, redefines consideration, one of three elements with prize and chance in the state's stringent anti-lottery laws. As redefined, giveaways—both local and network—can be aired. Previously, the state attorney general ruled that such shows were illegal because of the consideration, defined as listening to or watching programs.

The final bill was approved by the Assembly, Senate and Governor after inclusion of an amendment eliminating the qualification that such broadcasts could be aired only if legal in the state of origin.

The legislation was introduced under prompting of the Wisconsin Broadcasters Assn. after an unfavorable opinion by Wisconsin's Attorney General Thomas Fairchild was circulated through the state last fall. He said giveaways violated lottery laws because of the lottery element, and would be legal only if this was removed and the shows became "pure entertainment." Several stations complied with the opinion, pending a legislative test.

There is a possibility that constitutionality of the new law will be challenged in the courts, one attorney said. The FCC's ruling against giveaways is still being contested in at least two federal district courts, one in Chicago and the other in New York.

Stopette Success Story

EARLE LUDGIN, president of the Chicago agency of the same name, will outline the success of Jules Montenier's Stopette spray deodorant today (Monday) at the luncheon meeting of the newly-formed Advertising Club of Chicago. Members will meet in the Pearson Hotel at 12:15. Stopette, a Chicago product, sponsors *What's My Line?* on CBS-TV.

Colodzin to C&P

ROBERT (Bob) COLODZIN, co-author of *Our Career in Television*, joins the executive staff of Cecil & Presbrey, New York. He will be the agency TV production supervisor for Bymart Inc., to work on *Somerset Maugham Theatre*, Sam Levenson show and *Cavalcade of Stars*.

GOODWILL STATIONS *Ask Immediate Renewal*

ASSERTING that FCC Hearing Examiner James D. Cunningham's recommendation to dismiss the celebrated Richards' proceedings was proper, stations counsel last week counter-petitioned for immediate grant of license renewals to KMPC Los Angeles, WJR Detroit and WGAR Cleveland.

The brief was in answer to a June 15 petition by Broadcast Bureau Chief Curtis B. Plummer, General Counsel Benedict P. Cottone and Frederick Ford, Commission counsel. They had charged that Mr. Cunningham's June 14 initial decision failed to make a finding of fact and determination as required by Commission rules, the Administrative Procedure Act and the FCC's order of Sept. 28, 1949, setting the hearings. [BROADCASTING • TELECASTING, May 18].

Also filed last Wednesday was the application for involuntary transfer of control of the three stations in which the late G. A. (Dick) Richards was principal stockholder.

Cites Sections

The counter-petition cited the portions of Sec. 8(b) of the Administrative Procedure Act and Sec. 1.851(c) of the Commission rules that specify decisions shall contain findings of fact and conclusion upon "all material issues" [emphasis supplied in brief].

Likewise, reference was made to the Commission's 1949 hearing order in which issues were premised on "certain alleged acts" of Mr. Richards and subsequently it was ordered that determination should be made of the qualifications of the stations to operate in the public interest convenience and necessity *"in the light of the facts adduced under the foregoing* issues" [emphasis supplied].

These issues become "moot" by reason of Mr. Richards' death May 28, stated the counter-petition, adding that "no issue is 'material' which becomes moot in any court or before any administrative agency." It continued:

The hearing examiner made the only finding which he could possibly have made with respect to said issues; namely that they had become moot. For him to make detailed findings of fact on such issues . . . would entail a waste of public funds and of the time of Commission personnel, and injustice and hardship on the parties because of the time, procedural steps and expense involved.

Neither the Administrative Procedure Act nor Commission rules require a grant or denial, continued the counter-petition, and "an appropriate rule, order, sanction, relief or denial" can be entered. Initial decision in this case is in effect a conclusion that there are no issues for determination, it was added.

The examiner's action leaves the Commission free to grant renewals before or in conjunction with the involuntary transfer of control application, Richards counsel declared.

It was further held that the June 14 petition "misconstrues" testimony about future policy by John F. Patt, president of the stations, in that "quotation was taken out of context, but even on its face does not justify the interpretation placed on it by the petition. Applicants' policies have been exemplary in character" and the acts alleged to have been committed by Mr. Richards from time to time cannot properly be referred to as "policies," the counter-position said. It continued:

. . . the Commission's attention is invited to the application for involuntary transfer of control filed on this date by all three applications, in which Frances S. Richards, executrix of the Estate of G. A. Richards, has stated under oath that each of applicants' stations will be operated scrupulously in accordance with the policies set forth in said statements.

Differentiating between voluntary and involuntary assignments or transfers of control, the counter-petition points out that in the Richards case the ownership and/or control of the property is governed by the law of California. If this law is not recognized, concluded the document, there is a complete hiatus in the ownership or control and the Commission has no one on whom to place the responsibility for proper operation of the stations.

In support of the request for immediate grant of station licenses, the counter-petition pointed out that proper procedures had been instituted. Accordingly, it was stated:

To carry out the provisions and intent of the will; to make possible compliance with the law of California and the orders of the court having jurisdiction over the estate; to pay estate, inheritance and other taxes which may be chargeable against the estate; to make accurate appraisals; to make accurate reports to the federal and state tax

(Continued on page 38)

RECORD audience of more than 100 members and guests of the Advertising Club of Greater Miami turned out in May to hear J. Gilbert Baird, sales promotion manager of Westinghouse Electric Corp., Mansfield, Ohio, speak on the future of television. Miami station executives chatting with Mr. Baird are (l to r) Bernard Neary, account executive, WWPB; Lynn Morrow, sales promotion manager, WTVJ (TV); Mr. Baird; S. P. Kettler, general manager, WGBS; L. L. Zimmerman, account executive, WQAM, and John Allen, general manager of WTVJ (TV).

NAMES MATTHEWS *Ambassador to Ireland*

NOMINATION of Francis P. Matthews, Navy Secretary and president of WOW-AM-TV Omaha, as U. S. Ambassador to Ireland was sent to the Senate Thursday by President Truman.

The Senate must confirm his appointment. Dan C. Kimball, Navy Undersecretary, was nominated to succeed Secretary Matthews.

It was understood that Secretary Matthews had been offered the position some time ago but only recently advised Mr. Truman he would accept. An official and stockholder in WOW Inc. for many years, he assumed presidency of the corporation after the death of the late Johnny Gillin last July.

CAMEL CARAVAN *Typifies Korean GI Support*

By BRUCE ROBERTSON

THE CAMEL CARAVAN got back home last week. Back from Japan, where it entertained servicemen in theatres and hospitals. Back from Korea, where it was the first big show to play for front line troops above the 38th parallel. Back to remind us that American advertising knows how to give as well as to get and that sponsorship need not end at the home front boundry line.

Back with a dozen scrapbooks full of memories of sleeping in tents, washing in helmets, travelling in Jeeps on roads so dusty that drivers had to use their headlights by day, giving daily shows, or two, or three a day—one at 9 a. m. when a quiet period permitted the soldiers to come back from the front line, one under the great searchlights used to pick out enemy positions in the dark. One show was given in the "outgoing mail" zone between the artillery and the front line, with Caravan Comedian Jay Kirk living up to the troupe's motto of "laugh it up no matter what happens" by doing a bump each time a shell went overhead.

"The first show in Korea was worth the whole trip over, these poor kids are so hungry for entertainment," Vincent Carbone, caravan manager, wrote in his report after the first performance in Pusan. A sentiment repeated again and again in letters from the men themselves. "Talent, personality and extreme friendliness that the troupes displayed was a tremendous morale booster and was happily received by all of us," wrote one soldier. And another wrote: "You have shown us that the folks at home haven't forgotten us at all . . . The show is gone and the war goes on but the memory of the Camel Caravan makes the whole mess so much easier to take."

Now Touring U.S. Camps

Back home from entertaining some 80,000 men in Japan and Korea, made at the request of the Adjutant General's Office, the Camel Caravan is now on the road in the United States, giving its nightly performances at Army, Navy, Air Force and Marine camps for which it was organized. Discussing their tour of the Far East Command, the troupe's one request was "don't make us heroes. We went in and came out after an exciting experience. The real heroes, the only heroes over there, are the boys in uniform."

The aim is not to make heroes of the Camel Caravan performers, nor of Bob Hope or Jack Benny or the other entertainers who have made or will make personal appearance tours in the Korean battle areas. This is simply another reminder that when the chips are down American industry does its duty; that big business, favorite whipping boy of many so-called cultural special interest groups, can and does provide entertainment and give cigarettes to the country's fighting forces as readily as it provides entertainment to sell cigarettes to the public at home; that American advertising has an active social conscience as well as a keen business acumen.

On this Fourth of July, 175th anniversary of the birth of our national independence, the broadcasting family—station operators, advertisers and agencies alike—can well be proud of its long record of public service to the nation at home and its shorter but no less praiseworthy record of serving the nation's fighting forces abroad with information and entertainment.

XUM

NLRB UPHOLDS WBT In Technician Discharges

DISCHARGE of nine technical employes of WBT-AM-FM and WBTV (TV) Charlotte, N. C., for circulation of handbills attacking the programs of WBTV was upheld Friday by the National Labor Relations Board.

The board held the employer did not violate the Labor Management Relations Act. Signing the majority opinion were Chairman Paul M. Herzog and board members James J. Reynolds Jr. and Paul L. Styles. Abe Murdock, board member, dissented.

This final action by the board reversed a previous intermediate report which had recommended reinstatement of the discharged employes [BROADCASTING • TELECASTING, Aug. 28, 1950].

NLRB also ruled that the company had violated the statute in giving a technician, S. L. Hicks, an "unsatisfactory" rating with the FCC. No action against the company was ordered, however, because the board found the rating had not injured the technician. Member Reynolds did not concur in this ruling on the ground he was not convinced the technician's union activity motivated the company's rating.

Crux of the board's ruling in favor of the station was the fact that the handbill did not bear the name of the employes' union (IBEW, Local 1229) nor did it state that it was related to a labor dispute or any other concerted activity of employes.

The handbill was titled "Is Charlotte a Second-Class City?" It attacked the quality of WBTV programs and signed "WBT Technicians." The board found, however, that it was issued and distributed by Local 1229.

Negotiations with station technicians for a new contract started in January 1949 but an impasse developed and negotiations were suspended a few months later. About July 9, according to the board, the union started picketing the station's downtown offices without calling a strike. Placards and handbills were circulated. This pressure, according to the board, apparently was unavailing "for within a few weeks after the company had placed its newly installed television broadcast facilities into operation. the union resolved to get 'tough' and published the 'second-class' handbill which provoked the discharges."

Widely Circulated

The board said the handbill was widely circulated around Charlotte. It charged the station was "mulcting the public by furnishing technically inadequate, 'second-class,' television service," the board said, with the text making no reference to the labor dispute.

"It occasioned widespread comment in the community, and caused respondent to apprehend a loss of advertising revenue due to dissatisfaction with its television broadcasting service," the board decision held. It added:

In short, the employes in this case deliberately undertook to alienate their employer's customers by impugning the technical quality of his product. As the trial examiner found, they did not misrepresent, at least willfully, the facts they cited to support their disparaging report. And their ultimate purpose—to extract a concession from the employer with respect to the terms of their employment—was lawful. That purpose, however, was undisclosed; the employes purported to speak as experts, in the interest of consumers and the public at large. They did not indicate that they sought to secure any benefit for themselves, *as employes*, by casting discredit upon their employer.

Going into the finding that circulation of the handbill was not a concerted activity of employes protected by statute, NLRB said:

In our judgment, these tactics, in the circumstances of this case, were hardly less "indefensible" than acts of physical sabotage.

The board has held, and we reaffirm, that the act protects employes against reprisal when they speak freely "on organizational matters," (to borrow the trial examiner's expression), and in one way or another denounce their employer for his conduct of labor relations or affairs germane to the employment relationship. Moreover, employes acting in concert may exhort consumers to refrain from purchasing their employer's product unless and until he alters his labor policy or practices.

But this is a different case. Here, the subject matter of the employes' verbal attack upon the employer was not related to their interests *as employes*. And the gist of their appeal to the public was that the employer ought to be boycotted because he offered a shoddy product to the consuming public—not because he was "unfair" to the employes who worked on that product. . .

For these reasons, without attempting to formulate a test which will decide every imaginable case involving similar questions as to the scope of Section 7, we hold that the employes in this case went beyond the pale when they published the "second-class" handbill. We shall therefore dismiss the complaint insofar as it alleges that the respondent violated Section 8 (a) (1) and (3) of the Act by discharging those individuals who were actually implicated in the publication and distribution of that leaflet.

The government panel also dismissed the complaint that the company refused to bargain with the AFL unit, upholding the company's position that Local 1229 lost its majority.

Charles H. Crutchfield, vice president and general manager of the WBT stations, commenting on the NLRB findings said: "The company is gratified at the decision of the labor board reaffirming that the company's action, with regard to the matters which brought about the labor board hearing, was justified."

LEROY WILSON

AT&T President Dies

LEROY A. WILSON, 50, president of American Telephone & Telegraph Co., died June 28 at the Presbyterian Hospital in New York, following an illness of about two weeks.

Mr. Wilson

His death came one day after Cleo F. Craig, vice president of AT&T, was elected acting president because of the illness of Mr. Wilson.

Mr. Wilson was born in Terre Haute, Ind., where he joined an AT&T subsidiary in 1922 following his graduation from Rose Polytechnic Institute there. Subsequently he rose through the ranks to be elected president of the corporation in February 1948 just before his 47th birthday.

Surviving him are Blanche Willhide Wilson, his widow; Shirley Ann Wilson, his daughter; and his father, Barrett A. Wilson of Brazil, Ind.

At the meeting at which Mr. Craig was elected AT&T acting president, T. Brooke Price, AT&T general attorney, was appointed general counsel and elected vice president to succeed Vice President John H. Ray, who will retire Sept. 30.

PROGRAM CLINIC

ABA-BMI Hold Session

SIXTY persons attended the Arkansas Broadcasters Assn. BMI program clinic last Tuesday in Little Rock's Lafayette Hotel. S. C. Vinsonhaler, general manager, KGHI Little Rock, and association vice president, called the clinic to order. Clinic chairman was Dorsey Owings, BMI field representative.

Glenn Dolberg, director, station relations, BMI, spoke on "Your Music Library;" Murray Arnold, program director, WIP Philadelphia, discussed "Programming Aids and Twists;" Wallie Ingalls, program director, KGRH Fayetteville, Ark., talked on "Small Town Program Problems." The "Importance of Preparations of News Programs—Local and National" was examined by J. E. Pat Garner, news director, KFPW Fort Smith. Mr. Vinsonhaler presided over the clinic luncheon. D. Gordon Graham, assistant program director, WCBS New York, opened the afternoon session with a discourse on "The Art and Science of Programming;" Robert Rounsaville, owner-operator of WQXI Atlanta, Ga., WBAC Cleveland, Tenn., and WBEJ Elizabethton, Tenn., talked on "Operating and Programming Three Small Town Stations;" Tom Slater, vice president and associate director of radio and TV, Ruthrauff & Ryan Inc., New York, chose the topic, "Three Men in a Boat;" Charles B. Seton, associate member of the law firm, Rosenman, Goldmark, Colin & Kaye, discussed "Copyright Problems in Radio," and William H. McCain, program director, WBRC Birmingham, Ala., spoke on "Program Director's Direction of Personnel."

* * *

Among those attending the clinic were, seated (l to r) Messrs. Graham, Ingalls, Vinsonhaler, Owings and Arnold; standing, Messrs. Dolberg and Garner, Carl Haverlin, BMI president; Messrs. Slater and Seton.

UNEMPLOYMENT

IBEW Asks Truman to Help

APPEAL to President Truman to halt the increasing unemployment of radio-television manufacturing workers in the Chicago area was sent Wednesday by M. F. Darling, president of Local 1031, International Brotherhood of Electrical Workers (AFL). Mr. Darling, in his letter, said immediate action is needed because 13,000 members of his Chicago local are out of work.

He attributed the unemployment of half the local's membership to federal restrictions on credit buying relative to radio and TV sets, to FCC restrictions on construction of more TV stations and to a lack of enough war contracts to take up production line slacks.

"This is a tragic waste of skilled manpower, and an unfair load upon resources of the state. I don't think Chicago is getting a proportionate share of war contracts being let in the nation. I don't know whether manufacturers in the electronics industry in other cities have better connections in Washington or what," he said.

Manufacturers in all parts of the country have reported a continuing lag between civilian production demands and defense contracts.

WCBS ANNOUNCES THE NEWEST IDEA IN ALL STATION-BREAK ADVERTISING!

WCBS has always been the best station-break buy in New York. Now it's better than ever. Now WCBS offers advertisers a new plan. *Now* you can have your commercials delivered by your choice of WCBS local stars:

Margaret Arlen, Jack Sterling, Phil Cook, Bill Leonard, Tommy Riggs and Betty Lou, John Reed King, or Harry Marble.

Their familiar voices—heard at unexpected times—mean *extra* attention to your recorded announcements. And extra sales.

Their entree into New York homes is your entree . . . their success can be your success. For complete information about star-studded station breaks custom-cut to your product, just get in touch with . . . **WCBS**

New York's #1 Station • Columbia Owned • Represented by Radio Sales

DILL FLAYS FREEZE

Urges Partial Thaw

THE Daddy of the Communications Act of 1934 and its predecessor Radio Act of 1927—ex-Sen. Clarence C. Dill of Washington State—last week administered a sound spanking to his regulatory child, the FCC, for its three year TV freeze.

Sen. Dill turned FCC Chairman Wayne Coy over his knee because the FCC had failed to give equal treatment to all parts of the country in the use of frequencies for television and called for a partial thaw so most of the nation can have at least some service in the near future.

Some years ago the Senate had to rewrite his original law because the old Federal Radio Commission had disregarded the principle of equal treatment to all sections of the United States, Sen. Dill wrote Chairman Coy.

Now Congress may have to pass another amendment to bring the FCC into line, Sen. Dill observed. He now is a practicing attorney in the state of Washington.

These historic observations from the man who made a large chunk of early radio history appear in a letter from Sen. Dill to Chairman Coy, dated June 22.

A copy of the letter was sent to Sen. Warren G. Magnuson (D-Wash.), member of the Senate Interstate Foreign Commerce Committee.

"I hope he will call this situation to the attention of the chairman of the committee," Sen. Dill wrote. "Let me just add, I do not represent any client who has any application on file nor do I have any interest in any existing or proposed television station.

Acts as Free Agent

"I write this letter as a private citizen who knows personally of the intent and purpose of the act creating the FCC and who believes the Commission is not fulfilling its first duty to the country as a whole."

Opening his letter to Chairman Coy, Sen. Dill congratulated him on his confirmation for another term.

Then he jumped quickly into the subject that he feels is of national concern. Sen. Dill wrote:

Let me tell you what I think and what I know thousands of other people in the country think about the latest refusal of your Commission to consider any applications for television stations, simply because the Commission has not decided what should be done about an entire band of high frequencies for television use and some objections filed by certain firms and stations.

Here Sen. Dill reminded that he wrote the original Radio Act when he was in the Senate. This law set up the Federal Radio Commission in 1927. Previously broadcast stations had been regulated loosely by the Dept. of Commerce under terms of early wireless legislation.

After stating that he was chairman of the Committee on Interstate Commerce in 1934 when he rewrote the law, Sen. Dill laid out these historic facts:

"The primary purpose of Congress was that the Commission would, so far as possible, give reasonably equal treatment to the people of all sections of the United States. At one time we found the Commission disregarding that principle so often that Congress passed an amendment to the law, compelling the equalization of the allocation of wavelengths for radio broadcasting. It was under that amendment that the Supreme Court of the United States made its first decision declaring the law constitutional."

Once again the equal treatment provision is being ignored, Sen. Dill said, referring to the freeze.

"It appears to me that Congress may find it necessary to pass such an amendment in order to compel the Commission to give equal treatment to all sections of the country in the use of frequencies for television," Sen. Dill observed. "Nearly three years is too long to delay action on at least enough applications to serve regions without television."

Sen. Dill reminded Chairman Coy that "way down in Washington, D. C., you don't realize how your latest order has affected many localities."

Referring to specific cases of hardship, he wrote, "It is not possible for many cities like Portland, Ore., to have a station, yet Seattle, San Francisco and Los Angeles do have them. Nor can Spokane, Tacoma, Butte or many other cities even attempt to organize financing arrangements for television, all because of this flat order known as a freeze of television applications.

Wants Some Assignments

"Surely the Commission could process some of these applications for use of frequencies available to certain sections. It is not necessary to provide for all small towns immediately. It is highly unjust not to provide for at least one station for thickly populated areas."

Here Sen. Dill used more forceful language as he spoke of what should be done to end the long freeze. "If I were in the Senate," he said, "I would address that body on this subject and introduce a resolution that would bring your members before the Senate Committee on Interstate Commerce for the purpose of impressing them and Congress with the injustice of the orders of the Commission by the continuation of this freeze order.

"May I respectfully suggest that your Commission seriously consider doing something about this situation by making exceptions to the freeze order at once, for those regions that do not have and cannot have any television stations under the present conditions. Cut down the time for hearings and act without months of delay."

RADIO CONTROL

Hill Review Sought

A PASTEL shade of "Blue Book" tinted the request last week of Rep. E. C. Gathings (D-Ark.) that Congress view radio and television programs and seek out "offensive and undesirable" content.

Rep. Gathings dropped a resolution in the hopper in an attempt to make his request stick. The call on Congress (H Res 278) would direct the House Interstate Commerce Committee to do the investigating.

This probe would "determine the extent" that programs "contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption."

The committee would recommend legislative action to eliminate such programs "to promote higher radio and television standards as it deems advisable," according to Rep. Gathings' resolution.

Legislation followed a statement by the congressman printed in the *Congressional Record* a fortnight ago in which he praised radio-TV on the one hand as "having proven their worth" but said many programs "are corrupting the minds and morals of the American people."

The proposal need only be approved by the House to become effective. However, the House Rules Committee, to which it was referred, must first clear the measure for consideration.

Rep. Gathings told BROADCASTING • TELECASTING that programs "just have to be cleaned up" and that he thought it would be necessary for federal regulation on programming in order "to stop practices" that are prevalent "mostly in television."

In any event, he said, an investigation was necessary.

TWO EX-FCC CHAIRMEN, James Lawrence Fly (seated l) and Paul A. Porter (seated r), representing respectively KTHS Hot Springs and KGRH Fayetteville, Ark., competing applicants in revived 1090 kc case, get together on points of procedure before commencement of hearing in Washington last week before FCC Hearing Examiner Basil P. Cooper. Adding their advice are (seated center) Jack P. Blume, ex-FCC hearing examiner now associated in private law practice with Mr. Fly and Peter Shuebruk, and (standing, l to r) A. Earl Cullum, consulting engineer, appearing for KTHS; George P. Adair, former FCC chief engineer and now consulting engineer, appearing for KGRH; and Fred J. Stevenson, KGRH general manager. KTHS President John D. Ewing also appeared later to testify on his station's proposal to move to Little Rock and increase power on 1090 kc from present 10 kw day and 1 kw night to 50 kw fulltime, directional night. KGRH's competitive bid is to change from 250 w on 1450 kc to 50 kw fulltime on 1090 kc, directional night. KTHS' license renewal also is involved in proceeding. James A. Noe's WNOE New Orleans last week was granted permission to dismiss its bid for change in frequency to 1090 kc with power of 50 kw day, 25 kw night, directional fulltime (DA-2). WNOE, now out of the hearing, had asked switch from present assignment of 50 kw day, 5 kw night on 1060 kc, directional fulltime (DA-2).

WTNJ SUIT

Out of Court Settlement Seen

SUIT against WTNJ Trenton for $15,000 by three former employes charging breach of contract, which the station contends did not exist, reportedly was about to be settled out of court, last week. Trial began Monday and was interrupted in order that a settlement might be negotiated, BROADCASTING • TELECASTING was informed.

The suit was brought Oct. 20, 1950, in the State Superior Court, Mercer County Division, by John A. Yount Jr., an announcer; Hazel M. Gebert, stenographer-bookkeeper, and Walker J. Lewis, program director. Each alleged a one-year contract of employment signed March 17, 1950, which the station denied.

NAME ALLEN

As FCC Chief Engineer

APPOINTMENT of Edward W. Allen Jr. chief of the FCC technical research division, as Chief Engineer was announced last Wednesday by the Commission [CLOSED CIRCUIT, May 21]. Mr. Allen fills a vacancy that has existed since Curtis B. Plummer, former chief engineer, was named to head the FCC's new Broadcast Bureau [BROADCASTING • TELECASTING, May 7].

The new Chief Engineer is now in Geneva, Switzerland, as a member of the United States delegation to the International Radio Consultative Committee currently in conference there. He is expected back during the week of July 23. At the present time, Virgil R. Simpson is acting chief engineer.

Mr. Allen, a 16-year veteran at the FCC, was born Feb. 14, 1903, in Portsmouth, Va. He received his electrical engineering degree from the U. of Virginia in 1925 and obtained his LL.B. from George Washington U. in 1933.

During this time he was a student engineer and research assistant with the Westinghouse Electric & Mfg. Co. from 1925 to 1927. During 1929-1930 he was assistant engineer with the Chesapeake & Potomac Telephone Co., Washington, D. C.

Mr. Allen entered government service in 1930 with the U. S. Patent Office, rising from junior to assistant patent examiner.

On April 16, 1935, he joined the FCC as assistant technical engineer on the special telephone industry investigation staff. The following year he was made an assistant telephone engineer on the Commission's regular staff. In 1939 he achieved the grade of electrical engineer and in 1942 became a radio engineer.

On Feb. 24, 1946, he was appointed chief of the technical information division of which he had served as assistant chief. That division is now the technical research division, a component of the Office of Chief Engineer.

Mr. Allen was chairman of the FCC's Committee 1, which reported on what determines satisfactory signal characteristics, as a preliminary to the Commission's clear-channel sessions in January 1946.

Mr. ALLEN

DON LEE SHIFT

Ingrim Upped; Boggs Joins

IN A realignment of administrative responsibilities and duties within Don Lee Broadcasting System, Ward D. Ingrim, vice president in charge of sales last week was elevated to executive vice president.

Willet H. Brown, president, Don Lee, simultaneously announced that Norman Boggs, vice president and general manager of WMCA New York, joins Don Lee July 23 as vice president in charge of sales, taking over Mr. Ingrim's former duties, and William Pabst, vice president and general manager of KFRC San Francisco, owned-and-operated station, was elected to the board of directors of Thomas S. Lee Enterprises Inc.

Mr. Ingrim

Mr. Boggs

Mr. Ingrim joined Don Lee in November 1948, coming from John Blair & Co., New York. He started his radio career at KJBS San Francisco, as account executive. He left that station after four years to become KFRC sales manager. Upon discharge from the Army Air Force after three years service with the rank of major in 1945, he joined John Blair & Co., Chicago.

Entering radio as a salesman for WAAF Chicago in 1932, Mr. Boggs became commercial manager of that station before leaving it to join WGN Chicago in 1937. Three years later he moved to New York as head of WGN's sales staff in that city and in February 1945 he returned to Chicago as WGN sales manager.

In January 1946, Mr. Boggs left WGN to move to Minneapolis as president and general manager of that city's then new station, WLOL, where he remained until February 1949 when he returned to New York as general manager of WMCA. A year later he was elected vice president and a director of WMCA. Last month Mr. Boggs was elected president of the Radio Executives Club of New York for the 1951-52 season.

With KFRC for more than 15 years, Mr. Pabst has served as president and general manager for past 10 years.

WAR ON NARCOTICS

Senate Hearings Telecast; Stations Join Fight

SENATE crime investigators returned to television screens last week when hearings on narcotics were held in Washington Tuesday and Wednesday, while more radio and TV stations joined the war against dope peddlers.

Prisoners and other volunteer witnesses before the Senate group were permitted to testify anonymously with cameras pointed away from their faces. Some witnesses gave permission for telecasting of their faces but names were withheld.

The dramatic teleview of the seamy side of the criminal world was a pooled operation with NBC handling arrangements. Stations carrying the telecast in Washington were WMAL-TV WNBW (TV) WTOP-TV and WTTG (TV).

All TV was sustaining with some stations using commercials on breaks, without tailoring.

NBC offered the video coverage to all stations. ABC estimated at least 16 outlets were carrying portions of the hearing on television, including WJZ-TV New York.

MBS carried excerpts on its radio show, *Mutual Newsreel*, and a special recorded program Wednesday 10:30-11 p.m. on the hearings. It also broadcast an interview with Barney Ross, who had testified, on *Reporter's Roundup* Thursday night, based on the hearing.

Other Broadcasts

Other radio pickups which added to local station coverage of the big crime story: WWDC Washington carried the hearings 2:30 p.m. to the end of the afternoon sessions, usually about 4 p.m., and a 7:45-8 p.m. recap. WFDR (FM) New York picked up NBC-TV's audio.

Thursday the hearings switched to Reading, Pa., where the committee said it would show interstate aspects of gambling and other underworld operations as they take place in a relatively small community.

A committee spokesman said the three Reading radio outlets — WEEU WHUM WRAW—planned to cover the hearings.

In local campaigns, two more stations reported special programs aimed at bringing the narcotics problem before the public.

WIP Philadelphia, in an hour-long broadcast Friday, took listeners through tape recordings to the very heart of the dope peddlers' market in that city.

Varner Paulsen, veteran WIP producer, and John Facenda, newscaster, accompanied federal narcotics agents on a raid.

Listeners eavesdropped on a smooth federal agent posing as an addict, talking his way into a den; the smashing of doors as agents made forced entries; the confusion of addicts caught by surprise, and a ring leader's reactions as he was arrested in the sight of his seven-year-old son.

WCCC Hartford on Saturday was to present a two-hour special documentary program which highlighted tape recordings of recent narcotics hearings in New York City.

The WCCC news staff edited the tapes and filled in explanatory material.

Public indignation over the widespread use of narcotics was reflected in a statement of Mrs. H. C. Houghton, Sylvania TV Awards Committee member and president of the General Federation of Women's Clubs.

Mrs. Houghton announced that she had written President Truman asking him to consider the narcotics problem a national emergency. She urged the Chief Executive to call upon "the heads of radio and television to dedicate their facilities to uprooting and destroying the blight.

Keeping pace with current headlines, the filmed TV package, *March of Time Through the Years*, is giving a pictorial report on dope addiction. Shots made in 1935 dramatically point up the fact that the smuggling and spreading of narcotics is not a new development.

'VOICE' DELAY

Expansion Awaits Funds

VOICE of American expansion plans were temporarily shelved by Congress' failure to pass a federal appropriations bill as the fiscal year ended Saturday night.

At press time Friday, Democrats were trying to ram through emergency funds to keep government agencies functioning. This, at best, however, would be only a stopgap measure with passage of a full appropriation bill weeks away.

Under these circumstances, Voice can only keep present operations running. It will not be able to go ahead with expansion plans until it finds out how much of its requested $115 million will be granted. Edward W. Barrett, assistant secretary of state for public affairs, appeared last week in closed sessions before the Senate subcommittee on appropriations to explain why $115 million is needed.

Another effort to move the Voice out of the State Dept. appeared Wednesday when Rep. Thomas J. Lane (D-Mass.) proposed establishment of a government Dept. of Information with cabinet status.

New GAB Officers

NEW officers of the Georgia Assn. of Broadcasters took office as of July 1, serving during the 1951-52 year, according to W. R. Ringson, WRDW Augusta, GAB president. They are Ben B. Williams, WTOC Savannah, president; W. Fred Scott Jr., WKTG Thomasville, vice president; S. J. Carswell, WSFT Thomaston, secretary-treasurer; E. F. MacLeod, WGGA Gainesville, and James E. Bailey, WAGA Atlanta, directors.

BIG THINGS ARE HAPPENING AT ABC – AND THIS IS ONE OF THEM!

Coming September 10 o

The Bigg
in Daytime

"The FRANCES LANGFORD–D

Every Monday through Fri

★ **NIGHTTIME STARS!** Biggest *nighttime* show in the *daytime!* Frances and Don are an unbeatable team: full of fun and songs and enthusiasm and sincerity. . backed by a top-notch cast!

★ **NIGHTTIME BUDGET!** *A multimillion-dollar-a-year budget* for the biggest show in daytime television! It will be broadcast every weekday at noon (ET) from the Little Theatre in the heart of Times Square. When extensive alterations are completed, this will be one of television's best equipped theatres!

★ **NIGHTTIME PRODUCER!** *He's ABC's Executive Producer for Television, Ward Byron,* who has done such an outstanding job on the Sunday night *Paul Whiteman Revue.*

★ **NIGHTTIME GUESTS, SPECIALTIES, FORMAT!** The Frances Langford-Don Ameche Show will be a fat, fast, full hour of music, laughs, stars, games, prizes, service—and inspiration. Frances and Don will sing—they'll act as team captains in a

FLASH! THE RUSH IS ON
CORY CORPORATION BUYS
15 MINUTES TWICE A WEEK!

ABC TELEVISION

ggest Show
e Television

R–DON AMECHE SHOW"

ag Friday, 12 noon—1 pm (ET)

lively audience-participation quiz called "Hang the Stars." There'll be a woman's service spot—an interview each day with a celebrity—an exciting new specialty act on every show!

And that's not all! A cast of actors will go to town on a great new gimmick called "A Deadline Drama." All this—plus a 6-piece "name" band—PLUS a wonderful, heartwarming version of Frances Langford's popular and widely syndicated *Purple Heart Diary!* What a show—in the middle of the day!

DAYTIME OPPORTUNITY OF A LIFETIME! **The Frances Langford-Don Ameche Show** will be telecast live over the ABC interconnected network (no kinescopes). It is for sale in quarter-hour segments. Sponsors need not buy the entire network, but a certain number of markets will be required.

Here is *the most exciting television buy* of the coming season. (Big things are happening at ABC—and this is one of them!) Let us show you our brand-new presentation that tells the full story. In New York, call ABC TELEVISION SALES, CIrcle 7-5700, *today!*

ABC TELEVISION
American Broadcasting Company

WMIT REOPENED

FM Station Returns to Air

WMIT (FM) Clingman's Peak, N. C., which reports its coverage will be greater than any other FM station in America, was slated to return to the air yesterday (Sunday).

Operating fulltime on 106.9 mc with 325 kw, the station will reach into six surrounding states.

WMIT studios are located atop Clingman's Peak and in Charlotte, N. C. Programs will be beamed from Charlotte to the mountain-top transmitter over a 943 mc studio-transmitter link. This beam will transmit over a path 90 miles long. Liberty Broadcasting System program service will be carried.

Located in western North Carolina, it is situated adjacent to famed Mt. Mitchell, highest point of land in the eastern United States. It has an antenna elevation of 6,773 feet above sea level.

WMIT Ownership

Mt. Mitchell Broadcasters Inc., new WMIT owner, is headed by W. Olin Nisbet Jr., president; John C. Erwin, vice president, and W. H. B. Simpson, secretary-treasurer. Messrs. Nisbet and Erwin are prominent businessmen in nearby Charlotte, N. C., and Mr. Simpson is a department store operator from Greenville, S. C.

WMIT was purchased from Gordon Gray, president, U. of North Carolina on leave to head the new Psychological Warfare Board and president of WSJS-AM-FM Winston-Salem. Mr. Gray closed down WMIT in April 1950 after eight years of operation [BROADCASTING • TELECASTING, April 10, 1950]. The station opened formally June 1, 1942, as W41MM in the old 50 mc FM band. The call letters were changed following the war when the station moved to its present assignment.

At the time WMIT was closed Mr. Gray said "I still feel that the frequency modulation system of broadcasting is the superior system of sound broadcasting and sincerely hope that some day this feeling, which is shared by quite a few other broadcasters, will prove to be right from a financial as well as technical standpoint."

WITH Sales Up

TESTIMONIAL for radio is offered by WITH Baltimore which reports May was its biggest month during its 10 year history. Business increased 13% in May this year over the same month last year, the station says. WITH adds that this boost was chalked up despite its increase in radio rates, which were effective last November (20% daytime and 11% nighttime), and in spite of "no per inquiry business, no package deals, no deviations from rate structure whatsoever."

GETTING some sun at the Bloomfield Hills Golf Club are these Fort Industry Co. executives, who met June 18-20 at the firm's executive offices, Birmingham, Mich. (l to r): Back row; Tom Harker, vice president and national sales director, New York; H. A. Steensen, assistant treasurer and comptroller, Toledo, Ohio; S. P. Kettler, vice president and managing director, WGBS Miami, Fla.; James E. Bailey, vice president and managing director, WAGA-AM-TV Atlanta; George B. Storer, president, Fort Industry Co.; E. Y. Flanigan, vice president and managing director, WSPD-AM-TV Toledo, Ohio; William E. Rine, vice president and managing director, WWVA Wheeling, W. Va.; John B. Poole, secretary and general counsel, Detroit; Lee B. Wailes, vice president in charge of operations; front row, Glenn G. Boundy, chief engineer; John E. McCoy, attorney; George B. Storer Jr., manager, WAGA-TV Atlanta; Allen Haid, vice president and managing director, WSAI Cincinnati; J. Robert Kerns, vice president and managing director, WMMN Fairmont, W. Va.; Richard E. Jones, vice president and managing director, WJBK-AM-TV Detroit.

WALTER DUNLAP

Agency Executive Dies

WALTER F. DUNLAP, 71-year-old president and treasurer of Klau-Van Pietersom-Dunlap Agency, Milwaukee, died there June 24 after a two-week illness. He was one of three founders of the 45-year-old agency, and helped build it into national prominence and $5 million yearly billings with a one-office operation.

Born in Princeton, Wis., Mr. Dunlap attended Wayland Academy in Beaver Dam and lived most of his life in Milwaukee. Before entering advertising, he was a superintendent of the National Life Insurance Co. of Chicago and a leading salesman for the Fidelity Mutual Life Insurance Co.

In 1906 he helped form Klau-Van Pietersom-Dunlap, of which he served as president and treasurer the last 19 years of his life. A specialist in merchandising and sales, as well as agency management, Mr. Dunlap was interested in the broadcast media and encouraged his accounts to use them. He was one of the first "ham" radio operators in Milwaukee.

He was a director of the Milwaukee Assn. of Commerce, past president of the Sales Managers and Rotary clubs, and a member of the Better Business Bureau's convention committee, the Wisconsin Club, the Blue Mound Country Club and several Masonic orders, in which he held a 32d degree rank.

Until his death, the agency was owned by six persons, all directors on the board. The new president will be elected shortly. All of the original founders are dead.

REBROADCASTING

Hear WWDC-WEAM Case

A FEDERAL court must decide how to treat FCC rules on rebroadcasting. Involved is a case whereby WWDC Washington has filed for damages in the U. S. District Court of Alexandria, Va., against WEAM Arlington, Va., for alleged infringement of property rights and copyright laws [BROADCASTING • TELECASTING, March 26].

The suit stemmed from WWDC's charge that WEAM was rebroadcasting digits given by the Washington station in its giveaway "Lucky Social Security Numbers." The court continued a previously issued restraining order against the suburban Washington station, prohibiting the broadcasts unless proper credit is given WWDC. Following oral argument on the case last Monday, attorneys were given 10 days to file data on the issue of what constitutes a rebroadcast.

BENDIX ACTIVITY

Subcontracts $33 Million

SUBCONTRACTING of over $33 million in a 10-month period by Bendix Radio Div. of Bendix Aviation Corp. was announced by E. K. Foster, general manager, last week in Baltimore.

Included in the division's subcontracts were over 12 million in production assigned to firms with 500 or less employes, he said. He also disclosed that 622 suppliers are working with the radio division on a subcontractual basis. Bendix radio currently is engaged in a substantial volume of classified activities.

FUNCTIONAL FM

NARTB Adds Support

NARTB last week added its support to the May 25 joint statement of 13 FM licensees and permittees, fighting for the right to continue functional music broadcasting. FCC in a policy statement last April sought to sound a death knell for such operations, indicating that such FM functions were illegal [BROADCASTING • TELECASTING, May 31, 21, 7, April 16].

NARTB last week submitted its statement to the FCC, in alternate, asking for reconsideration of its policy; or, institution of appropriate rule-making proceedings; or issuance of a declaratory order, pursuant to the Administrative Procedure Act, to terminate the controversy; or, the granting of any further relief deemed appropriate.

The NARTB document cited the action of its convention in Chicago last April 18 as well as the June 4 meeting of the Radio Board of Directors of the association. In Chicago a resolution had been passed viewing the danger, if such specialized FM operation was wiped out, to stations, the public and the industry as a whole.

The Board resolution recognized the effort of FM operators to broaden the scope of their services through specialized operations such as storecasting, functional music and transit FM. Consequently, the NARTB president and general counsel, were authorized to take "all reasonable steps" to preserve the "opportunity" to engage in such specialized services, provided actions outside the "budget of the FM and/or general counsel's office shall be submitted to the Radio Board for approval."

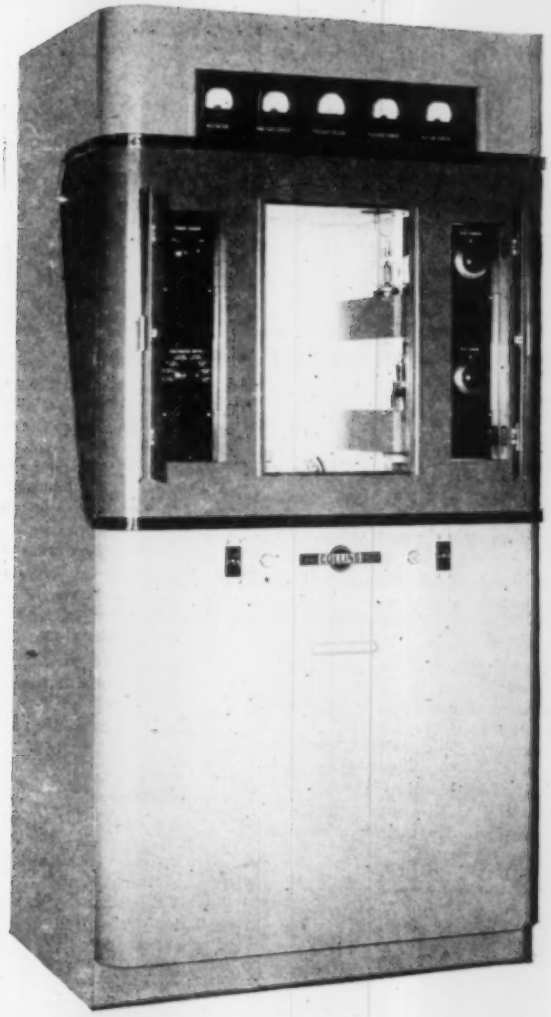
NARTB said that the Commission's proposals came "as something of a shock," adding:

The financial plight of FM broadcasters is a matter of common knowledge. "Functional music," transit radio, storecasting and occasional local advertising are largely the sources upon which FM broadcasting depends for continued existence at this time. The Commission's proposed elimination of one such source of income seems to be a reversal of its past policy of encouraging the development of FM broadcasting.

NARTB concluded by joining the FM station petitioners in requesting oral argument.

Guy Heads Committee

ENGINEERING Committee to counsel with NARTB's Television Division will be headed by Raymond F. Guy, NBC manager of radio and allocations. Other members of the committee, one of several named by the division, are Rodney Chipp, DuMont TV Network; John Leitch, WCAU-TV Philadelphia; J. E. Mathiot, WGAL-TV Lancaster, Pa.; Carlton G. Nopper, WMAR-TV Baltimore; Jack R. Poppele, WOR-TV Newark; R. J. Rockwell, Crosley Broadcasting Corp.



NEW! Sensationally modern . . . Collins 300J 250 watt AM broadcast transmitter . . . completely contained in full size beautifully styled cabinet finished in attractive high gloss two-tone grey enamel, streamlined with polished chrome trim . . . advanced engineering . . . greatly simplified circuits . . . rugged, long life, high efficiency, high gain tetrodes in both modulator and power amplifier stages . . . only 16 tubes, of but 7 types, employed in the entire transmitter . . . operating and meter controls immediately available at front . . . highest Collins quality materials, components and construction throughout . . . prompt delivery. Write, wire or phone our nearest office for further information.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street NEW YORK 18	2700 West Olive Avenue BURBANK	1937 Irving Boulevard DALLAS	Dogwood Road, Fountain City KNOXVILLE

Goodwill Stations

(Continued from page 29)

authorities as required by law on the value of the property in the estate (the principal portion of which is believed to be stock in the said three corporations); to avoid injustice and hardship to the beneficiaries under Mr. Richards' will; and to make possible the orderly administration of his estate, it is necessary and just that the temporary licenses now held by applicants be replaced by regular licenses and that applications which they now have pending, which are in proper status for action, be freed from any obstacle to the action which might normally be taken by the Commission in the absence of the pending proceedings.

Counter-petition was filed by Hugh Fulton, of Fulton, Walter & Halley, which represented the Richards stations throughout the lengthy proceedings; Clair L. Stout, of Dow, Lohnes & Albertson, attorneys for KMPC; and Louis G. Caldwell, of Kirkland, Fleming, Green, Martin & Ellis, attorneys for WGAR and WJR.

Division of Holdings

Under the involuntary transfer application, the holdings of Mr. Richards would go to his widow, Mrs. Frances S. Richards. This includes 26.12% of WJR, 64.94% of WGAR and 55.59% of KMPC. Mrs. Richards already has 32.72% of WJR, and 5.89% of WGAR.

Rozene R. Moore, daughter of Mr. Richards, owns 1.43% of WJR and 18.65% of KMPC. F. Sibley Moore, her husband, has an 1.18% interest in WGAR.

KANSAS RIVALS

Oral Arguments Ordered

ORAL argument July 16 in the competitive case involving Kansas City Broadcasting Co. Inc. and the Reorganized Church of Jesus Christ of Latter Day Saints was ordered last week by the FCC.

In an initial decision last Dec. 29 [BROADCASTING • TELECASTING, Jan. 1], Commission Examiner J. D. Bond had proposed denial of the church's application for a new non-commercial outlet in Independence, Mo. He contended that the applicant's proposal to program to further its own religious interests was a violation of the First Amendment. Examiner Bond also proposed to deny the rival application for Kansas City, Mo. Both are seeking 1380 kc with 5 kw daytime operation.

FCC last week noted that in line with its petition of last July, Kansas City Broadcasting Co. on Jan. 23, 1951, had amended its application to withdraw certain minority stock subscribers. Qualification of the proposed ownership was one of the questions raised by the FCC earlier in the case.

Commission last week stated that the reported changes in ownership had not been raised in the initial decision or the subsequent exceptions filed by the competing parties. Such a discussion would be helpful to the Commission in its consideration, the order added.

WHO'S ON FIRST?
IN GRAND RAPIDS, MICHIGAN
WLAV
AM-FM-TV
ON THE BALL . . .
Detroit Tiger broadcasts always win afternoon audiences in Michigan. In Grand Rapids, it's WLAV and WLAV-FM.
DOUBLE HEADER . . .
WLAV and WLAV-FM are combined to give intense AM local coverage plus widespread bonus of 50,000 FM sets.
A HOME RUN . . .
Your advertising message reaches more homes, more business places, more auto listeners, more of everybody you want to sell on WLAV and WLAV-FM.
GET ON BASE . . .
Any position between 1:00 PM and 6:00 PM is a strong selling position every day on these baseball and planned music afternoons. No other baseball on radio or television in Grand Rapids.
Note: WLAV-TV will not carry baseball nor will any other radio station in Grand Rapids carry baseball.
WLAV exclusively for the Tigers
GRAND RAPIDS
DETROIT
For availabilities call JOHN PEARSON CO.

CEDRIC ADAMS (r), star of CBS and WCCO Minneapolis, was one of four persons singled out to receive Minneapolis Awards at the annual meeting of the Minneapolis Chamber of Commerce. Mr. Adams was cited for "the publicity he has brought Minneapolis through his radio work and personal appearances throughout the country." The award is presented by Henry T. Rutledge, chamber president and vice president of the Northwestern National Bank of Minneapolis.

NPA BOOKLET

Outlines Materials Plan

ANSWERS to questions about the National Production Authority's Controlled Materials Plan are published in a booklet announced last week by NPA following a series of educational meetings for businessmen. Free copies of the booklet, titled "80 Questions and Answers on the Controlled Materials Plan," may be obtained from NPA in Washington or Dept. of Commerce field offices.

NPA announced Thursday that Frank H. Hayes Jr., of the NPA staff, had been appointed director of the Copper Division, of which he has been acting director.

Harry L. Erlicher, vice president of General Electric Co. in charge of purchasing and traffic, has been named special assistant to Undersecretary of the Army Archibald S. Alexander. He will be in charge of Army procurement and production.

NPA last week tightened controls over aluminum, copper and other scarce metals used in such items as radio and television sets. Because some large manufacturers are said to have acquired larger quantities of these metals than small firms, NPA directed that effective July 1 assembly manufacturers will have percentage limits on quantities they may use.

NPA disclosed Thursday that it is preparing to order rationing of nickel for industrial purposes.

BAB Chicago Office

LEE HART, assistant director of the Broadcast Advertising Bureau, has opened offices in Room 810 of the 612 N. Michigan Ave. Bldg. in Chicago. She will service agencies, broadcasters and advertisers in the area with the bureau's aids and developments.

RADIO-TV TAX

Requested Again by Snyder

TREASURY Secretary John Snyder last Thursday asked the Senate Finance Committee to reimpose the administration's request for boosts in radio and television set excises when it draws up its version of the tax bill.

The House Ways & Means Committee dropped the proposed increased excises, from 10 to 25% on radio and TV receivers at the manufacturing level, while writing its tax bill in May [BROADCASTING • TELECASTING, May 28].

The House has passed the tax measure since. It calls for the raising of $7.2 billion in increased taxes—personal, corporational, and certain excises but minus the radio-TV boost.

However, President Truman wants Congress to pass the full $10 billion raise in taxes that he had requested earlier in the year. As part of this request, Secretary Snyder renewed the administration plea for greater excises on radio-TV sets as well as a number of other electrical appliances.

Secretary Snyder warned that if the Senate does not act quickly to raise the level of taxation the revenue hike will be too late to offset increased government expenditures.

It was predicted last week that the Senate may act to knock out of the House version its provisions which toughen the excess profits tax act. Under the House bill, the effective excess profits tax rate on all companies would go up to 82% from the existing 77% with the ceiling on the total take from any company's earnings boosted from 62% to 70%.

WU OPERATORS

Walkout Threatened

NEGOTIATIONS were still in progress last Friday in an attempt to prevent the nationwide strike today (July 2) against Western Union by the Commercial Telegraphers Union (AFL). The union represents company employes throughout the country with the exception of New York City where 4,000 workers are members of the independent American Communications Assn. A 25% wage increase is sought.

Many radio stations currently broadcast play-by-play reconstructions of baseball games, based on wire reports originated by Western Union operators in the ball parks.

Baseball Post

JUSTIN MILLER, NARTB board chairman and former Federal judge, said Thursday in Los Angeles that he had not been contacted for the job of baseball commissioner. Judge Miller was told on his arrival at his Los Angeles home that the *Dayton* (Ohio) *Daily News* had carried an item stating he was given "serious consideration" for the baseball post.

HENNOCK BID

Heller Urges Senate Okay; ABA's Letter Disclosed

SPEEDY Senate confirmation of FCC Comr. Frieda B. Hennock's nomination for the federal bench in New York's southern district was urged Tuesday by Rep. Louis B. Heller (D-N. Y.).

The congressman's strong appeal came as full contents of the American Bar Assn.'s letter opposing the appointment was disclosed. The bar's letter asked the Senate Judiciary Committee, which must consider the nomination for Senate confirmation, to defer consideration at least until after July 15 [BROADCASTING • TELECASTING, June 25].

At his news conference Thursday President Truman said he would not withdraw Miss Hennock's nomination because of bar association opposition. Bar associations have opposed nominees before and they have been confirmed, he said, but he would prefer to have their approval rather than their objection to nominees.

In a statement printed in the *Congressional Record*, Rep. Heller said President Truman made an "excellent choice" of a "loyal American, a fair-minded citizen, and a capable official, who has always had the interests of the people and the welfare of the nation close at heart."

He said Comr. Hennock has served on the FCC with "great distinction" and that service on the bench "will prove to be of great credit and honor to the judicial system in New York."

Comr. Hennock has shown "a keen grasp of those prerequisites which are so necessary for judicial office — tolerance, understanding, sympathy, a sense of righteousness, and an appreciation of the rights of all citizens," Rep. Heller said.

Cites Editorials

Rep. Heller cited two editorials on the nomination, by the New York *Daily News* June 14 and the Washington *Star* June 17. The *News* said it held "no brief for or against Miss Frieda Hennock . . . but it seems to us that the bar association of the city of New York is acting pretty unfairly and stuffily in this case."

The paper noted "no explanation is given by the bar association as to why it thinks the lady unqualified. It seems that this is an old bar association custom—merely to clap an all-out blackball on any judgeship nominee the group doesn't want confirmed, and refuse to go into details."

The *Star* scored failure of the bar to "specify its objections pending Senate hearings on the appointment . . . it is only fair to Miss Hennock to point out that her service as the first woman member of the FCC has been such as to merit Presidential reward. And if her FCC service is any criterion of her abilities, she ought to make a good judge."

Both editorials referred to opposition expressed publicly and to the Senate Judiciary group by the Assn. of the Bar of the City of New York [BROADCASTING • TELECASTING, June 18].

Still another group, the New York State Bar Assn., reportedly has informed the Senate committee, headed by Chairman Pat McCarran (D-Nev.), that it is investigating Comr. Hennock's qualifications. It has not filed a formal recommendation.

The American Bar Assn.'s letter was signed by Howard J. Burns, of Cleveland, chairman of the ABA's standing committee on the Federal Judiciary.

Mr. Burns said that after "investigation of the qualifications of this candidate," the committee found it necessary "to oppose the confirmation of this nomination." As did the New York City bar, in its letter to the Hill group, the ABA unit recalled the city bar's rejection of Comr. Hennock when she was being considered for a judgeship appointment in 1949.

"Our present investigations have indicated that there is no change in that situation, but, on the contrary, we believe this candidate is totally unqualified to be a United States district judge," the letter said.

As reported in BROADCASTING • TELECASTING a week ago, the ABA asked hearings "be commenced some time after the 15th of July" because the southern district court "is about to commence its summer recess and particularly in view of the fact that other professional engagements will keep me [Mr. Burns] involved until the 15th of July . . ."

RADIO-TV ADV.

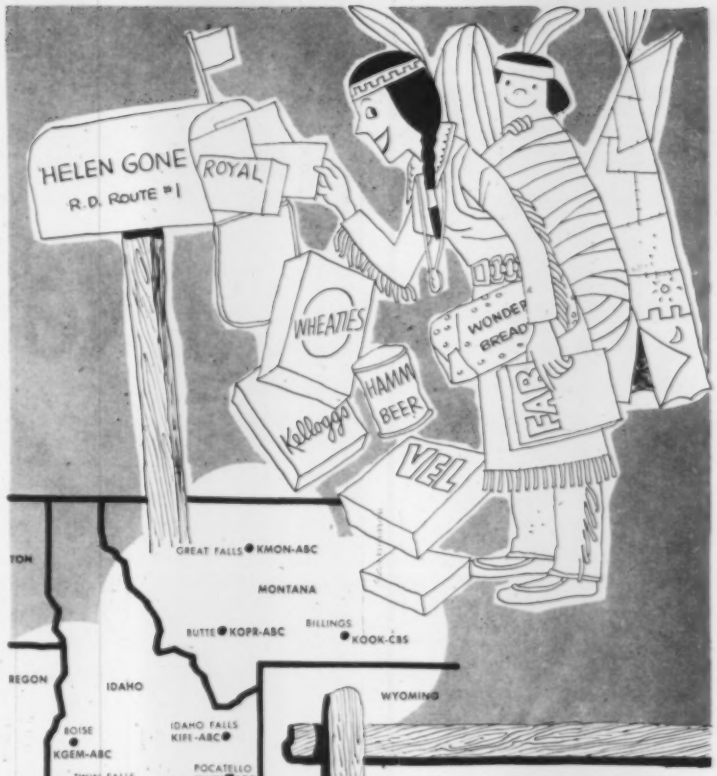
Newspapers' Problem Grows

GROWTH of radio and television advertising by "leaps and bounds" adds to the newspaper publisher's problem of how to keep in business, Rep. Charles A. Wolverton (R-N. J.) said last week.

According to the Congressman, "the increasing cost of Canadian newsprint together with the competition of the radio and television, constitutes a real menace to the newspaper industry."

". . . The income receivable by a publisher cannot in general be expected to increase," he said. "This becomes even more certain when it is realized that advertising rates must be kept at a figure that can successfully meet the competition of radio and television advertising. The latter forms of advertising have grown by leaps and bounds."

Rep. Wolverton is a member of a House Interstate Commerce subcommittee that is studying newsprint costs and supply. He alluded to the latest casualty in the newspaper world, the sale of the *St. Louis Star-Times* to the *St. Louis Post-Dispatch* [BROADCASTING • TELECASTING, June 25].



PROMOTION FROM HERE TO HELEN GONE

When you're advertising on RMBS . . . YOU KNOW IT. And so do your customers. We tell them with newspaper ads, car cards, billboards, direct mail, promo-spots and personal visits with the retailer by 175 RMBS salesmen.

ROCKY MOUNTAIN BROADCASTING SYSTEM

SALT LAKE CITY

REPRESENTED BY

GEO. P. HOLLINGBERY CO.

BEAMED PROGRAMMING

OCCASION for this gathering was the award to Philip's Department Store, of Omaha, of the 1951 NRDGA award for the *Good Morning From Philip's* show on KOIL. Left to right are Sam and Henry Greenberg, store owners; Byron Head, emcee of the program, and Bill Newens, manager of the station.

Earns Accolades From More Department Stores

BEAMED programming is proving the answer to the problem of successful radio advertising for many department stores.

Reports from widely separated markets in the midwest and far west all agree that results are proving more than satisfactory.

The following are typical:

● Leonard Bros., of Fort Worth, finds radio fills one of the most important functions in its advertising program. One campaign, for the lingerie department, brought a 22% increase in sales, the department manager told KFJZ Ft. Worth.

● Weinstock-Lubin & Co., Sacramento, Calif., has found that radio does a fine job. For years it has carried a heavy schedule on KFBK Sacramento.

● Philip's Department Store of Omaha says its programs on KOIL Omaha are doing a "wonderful job" of general merchandising and establishing institutional good will.

● In Tulsa, Montgomery Ward's catalog office has found spots on KTUL Tulsa so effective that it has discontinued newspaper advertising.

FROM opening day sales of $195.26 to a yearly volume of $30 million is an almost incredible success story but those are the facts recorded by the ledgers of Leonard Bros., Fort Worth.

Aggressive advertising played an important part in that record and radio was one of the most important facets of that advertising.

At present the store uses the 6:30-7:30 a.m. wake-up program six days a week; 10 p.m. news seven days a week; 11 p.m.-1 a.m. six days a week, and 60 spot announcements per week — all on KFJZ. In addition Leonard's uses three 5-minute news programs per day, Monday through Saturday, on KXOL and one hour per day, six days per week and three spots per day, six days per week on KCNC.

In television Leonard Bros. uses WBAP-TV Ft. Worth 12:45-1 p.m., five days per week, and 8:30-9 p.m. on Tuesday.

The store's first radio venture came in 1930 when it initiated a Sunday morning program on KFJZ urging regular church attendance and featuring old hymns. These first programs used no commercial tie-ins—not even the store's slogan.

Favorably impressed with the results, store executives ventured into a single high school football broadcast on the station. Its success was immediate and resulted in a schedule of high school sportscasts which has continued for 21 years. This schedule continued on KFJZ until four years ago when network problems made it necessary for that station to give it up. The program now is heard on KXOL.

Deciding to expand their schedule after these initial ventures Leonard's hit on the western and "hillbilly" type programming as of particular interest to its customers. The store employed the disc jockey technique and put the show on from a central point in the store. Full use was made of store personnel and department heads and money-saving specials of the day were featured. Called *Shopping at Leonard's*, the show filled an hour in mid-morning and another hour in mid-afternoon, Monday through Friday on KFJZ.

Western Musical Show Presented Seven Days Weekly

After three years the disc jockey show was shelved in favor of a western group under the wing of Mark Williams, an early day NBC star. Mr. Williams and his western band built up a good following. The program was presented seven days a week on KFJZ, featuring western ballads on week-days and hymns on

* * *

EFFECTIVE use of radio through KFBK Sacramento is credited with doing a sales job by executives of Weinstock-Lubin and Co. of that city. Here (l to r), Advertising Manager Max Murphy and Sales Promotion Director John Stuart, both of the department store, study the KFBK program schedule.

* * *

JOHN ESAU, vice president and general manager of KTUL Tulsa, which is carrying a successful spot campaign for Montgomery Ward's catalog office in Tulsa.

Sunday. This feature continued for more than two years.

Leonard's has constantly expanded radio advertising and has tried nearly every kind of program. It has also taken full advantage of spots on all available stations. During the war the store sponsored a wake-up program from 6:30-7:30 a.m. on KFJZ with chit-chat by George Erwin six days a week. The program featured popular recordings and a 15-minute news summary at 6:45. Appealing to a rural as well as a city audience there were frequent weather forecasts and temperature readings.

In the evening the department store followed through to "put 'em to bed" with a 10 o'clock news roundup on KFJZ. About five months ago, with defense plant activity stepping up, the store began an 11 p.m.-1 a.m. recorded show with Blanchard McKee as m.c. to appeal to night workers and late night drivers.

As a test of the listeners to this program, KFJZ on Valentine's Day offered a free box of candy on a single announcement a little after midnight. The station received more than 1,200 requests for the candy. Another feature of the program is a standing Friday night gift of $25 in merchandise to a name selected from those writing in to the "Listeners Club."

Supports Promotion Of Special Articles

Leonard's maintains its own radio division within the advertising department. The department follows the "beamed program" technique in seeking to promote particular lines being pushed in the store. As an example a carefully thought-out campaign on ladies' lingerie recently brought a 22% increase in that department. The buyer said "We feel the full credit for this increase belongs to station KFJZ."

Another promotional job was done with an audience participation program from 8:15-8:45 each morning from the cafeteria of the store in the interest of getting shoppers to come to the store early. Contests, which are changed often, feature this program. One used a "Secret Sign" at strategic spots in the store. If picked contestants had seen the secret sign and could name the item or items where it was displayed they were awarded merchandise prizes.

A highly successful radio-promoted traffic builder was the "Candle-Car" contest. With a free Buick as the prize, contestants were asked to guess how long it would take a huge candle to burn to a certain point. More than half a million people took part in the contest.

Leonard's is still experimenting with TV. A first try with high school football was not entirely successful and was dropped. It then tried a staff produced program built around a musical comedy situation which has proved of value. At present it has a quarter-hour, five-day-weekly daytime shopping show on WBAP-TV.

LEONARD's modern department store in Fort Worth carries a heavy radio schedule.

* * *

Of the Leonard's advertising budget 11% goes into radio and television. About 68% of this budget goes into radio and the rest to TV. Over 50% of the radio budget is spent on KFJZ.

ANOTHER believer in "beamed" programming is Weinstock-Lubin & Co. of Sacramento. Established in 1874, this progressive store does over $8 million gross in a city of 135,000.

"Radio does a fine job for us in keeping our name before the public," says Lawrence Ellis, president. "We have used radio as an institutional advertising medium and, more important, we have used radio to do a strictly merchandising job. We have had some very excellent sales results from it."

The firm's radio schedule includes a 7 a.m. newscast, six days a week, *The World Today*. This is followed by a five-day-a-week 7:15 a.m. program, *The Sporting Extra*. At 4:45 p.m., Monday through Friday, the store presents *The Adventures of Scooter*. Saturday the store sponsors ABC's *No School Today*. All of these programs are on KFBK.

The 7 a.m. program features a review of spot morning news and includes commercials spotlighting Weinstock's downstairs store and general merchandise for the whole family. *The Sporting Extra* is handled by KFBK's manager of sports and special events, Tony Koester, who has a wide following for his broadcasts of the Pacific Coast League baseball games. Commercials feature the men's department. *The Adventures of Scooter* promotes merchandise from the Youth's Center. The story is about a modern good fairy whose antics have a strong appeal for all age groups. Locally written the show is voiced by KFBK staff announcer Bert Barry. The program has been endorsed repeatedly by parents and parent-teacher associations. It ranks consistently higher than similar shows in rating surveys.

As an extensive radio user of considerable experience the firm has kept a consistent radio policy of avoiding "scare copy" and has donated a great deal of radio time to promote charitable organizations and cultural events. The friendly, casual atmosphere which makes customers feel secure in the store is projected into the advertising policy.

The store management had inaugurated a technique similar to that studied by Joske's of Texas before NAB studies were made there.

From time to time special promotions are publicized through the "saturation" technique of spot announcements. During these periods the store often buys most of the available time on KFBK for a three or four day period.

In the years it has used radio, Weinstock's has sponsored various institutional programs including ABC's co-op, *America's Town Meeting of the Air*, and MGM's *Theatre of the Air*. Last winter it presented *Information Please* on Sunday afternoon. For a number of years the store sponsored a school program called *The Campus Reporter* which was voiced by the store's personal representative at Sacramento Junior College and featured news of students and their activities.

IN Omaha, Philip's Department Store has found radio is admirably suited to advertising all of its lines.

The store, owned by Sam and Henry Greenberg, has used radio for the past 13 years. During that period the store volume has increased from $300,000 to more than $2.5 million. "Radio has been a big factor in this increase," according to Sam Greenberg. His brother, Henry, says "Whether it be leader item advertising, general merchandising or institutional good will, KOIL has done and is doing a wonderful job."

The store's present radio format includes: Three 15-minute programs, 6:45-7 a.m. Monday, Wednesday and Friday, *Good Morning From Philip's;* three 8-8:15 a.m. news programs, both on KOIL. On KBON two 15-minute programs are beamed toward the South Omaha area. Called *South Omaha Salute*, the program features polka music, requests and dedications.

Philip's Department Store came into being in 1915, when Philip Greenberg, its founder, saw the need for a progressive store in the fast-growing livestock and indus-

(Continued on page 75)

ARTHUR GODFREY *talks to millions of housewives over* **WJR** *Monday thru Friday.*

WJR

...first they listen then they buy...

the **GREAT VOICE** of the **GREAT LAKES**

★ WJR DETROIT
50,000 WATTS CLEAR
CHANNEL • CBS

FREE SPEECH MIKE

Radio—America's Greatest Advertising Medium.

Represented nationally by Petry

COMMENT ÇA VA À QUÉBEC?

How are things in Quebec? Never better, thank you! Business is good! Sales were never higher. Before you send your sales force to sell in Quebec, paste these facts and figures in their chapeaus:

1. Quebec's four million population is 82% French-speaking.
2. It's a big and lucrative market—22.4% of Canada's retail sales are made in Quebec. Effective buying income is 24.5% of the Canadian total.
3. Quebec families are larger than the average for Canada—4.4 persons per family as compared to the national average of 3.9.
4. The Quebec family is a "home-loving" family—finding much of its entertainment in the home. It likes to listen to its own French-speaking radio shows, its own stories, its own announcers and commentators. Radio means more in Quebec than anywhere else in the world.
5. The distribution of printed material is substantially *less* than average in Quebec. Radio, in some areas, is the sole means of communication.
6. In Quebec, you sell 'em when you tell 'em—tell 'em in their own language—thru the most effective medium. In Quebec, that medium is radio.

Like any worthwhile marketing area in Canada, Quebec presents individual problems to the salesman. Your advertising will pay off only when you know these problems and draw the only logical conclusion:

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

TOP EXECUTIVES involved in the reorganization of ABC into four divisions [BROADCASTING • TELECASTING, June 25] are (l to r): Ernest Lee Jahncke, named vice president for the Radio Network Division; Alexander Stronach Jr., vice president for the Television Network Division; Slocum Chapin, vice president for Owned TV Stations and Televsion Spot Sales, and James Connolly, vice president for Owned Radio Stations and Radio Spot Sales. The reorganization, announced by ABC President Robert E. Kintner, becomes effective today (Monday).

* * *

ABC CHANGES

Promote Three Executives

PROMOTION to new positions in ABC research and sales development of Dean Shaffner, Don Coyle and Eugene Accas was announced by Oliver Treyz, director, last week on the heels of ABC's reorganization move separating radio and TV functions [BROADCASTING • TELECASTING, June 25].

Mr. Shaffner, a sales presentation department writer, will be manager of the television sales department; Mr. Coyle, manager of the network research department, and Mr. Accas, manager of radio sales development.

Mr. Shaffner, who joined the network in 1949, previously managed radio and television research for the Biow Co., New York, for five years. Earlier he was associated with the Crossley and Hooper organizations.

Mr. Coyle, before joining ABC in 1950, was in the credit analysis and new business development department of the Commercial Bank & Trust Co.

Mr. Accas has been a writer in the NBC sales presentation department, and earlier was assistant account research supervisor for Foote, Cone & Belding.

The appointments followed the preceding week's reorganization of ABC into four divisions.

SCHEDULE SHIFT

ABC Realigns Morning Shows

ABC will realign its morning radio schedule to feature a full hour of daytime serials, Leonard Reeg, radio programs vice president, announced last week in New York.

Effective today (Monday) the network's morning schedule will feature: 10:45, *Modern Romances;* 11, *Romance of Evelyn Winters;* 11:15, *David Amity;* 11:30, to be announced; and 11:45, *Lone Journey.*

"This basic change in the network's programming policy," Mr. Reeg said, "has resulted from long study of the ability of time-tested programs such as these to attract and hold large audiences over long periods of time. Our network has experimented with various types of programs during this segment of the broadcast day and we believe that this type of coordinated program presentation is the best way for a mass medium to attract a mass audience."

The empty 11:30-11:45 slot will be filled with "an outstanding daytime serial of proven strength and listener appeal which will be integrated into the new morning hour of radio presentations," the announcement said. It added that negotiations were going on for *Portia Faces Life,* now on NBC.

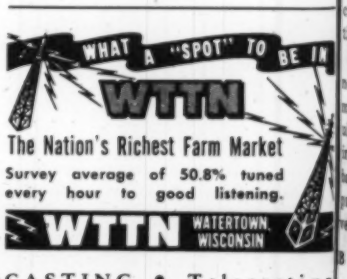
Saying the new serials had "proved themselves to be the leaders in their field," and that in presenting them "ABC is joining forces with some of the outstanding experts in this field," Mr. Reeg indicated the network might further expand the time devoted to such programs.

SELLING DRIVE

WCAU Unveils New Programs

IN the belief that "radio is still the advertiser's best buy," Joseph T. Connolly, vice president in charge of radio for the WCAU Philadelphia stations, has announced a drive "to sell radio next fall as it has never before been sold in Philadelphia."

Opening gun of the drive was the announcement of new package shows and programs tailored to specific advertisers. WCAU said it plans to center many of its new programs around prominent Philadelphians to add to community interest.


WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN
WATERTOWN, WISCONSIN

AAAA ROSTER

Standing Committees Set

CHAIRMEN and vice chairmen for 1951-52 of 12 national AAAA standing committees, including Radio and Television Broadcasting Committee Chairman Frank G. Silvernail of BBDO, New York, and Vice Chairman Vernon L. Morelock of Winius-Brandon Co., St. Louis, were announced by Louis N. Brockway of Young & Rubicam, AAAA board chairman, in New York last week.

Also appointed were Radio and Television Production Chairman Walter Craig of Benton & Bowles, New York, and Vice Chairman R. J. Scott of Schwimmer & Scott Inc., Chicago.

Other appointees included AAAA Examinations for Advertising Committee Chairman S. H. Giellerup of Marschalk & Pratt Co., New York, and Vice Chairman Thomas F. Conroy of Thomas F. Conroy Inc., San Antonio; Agency Administration Chairman Walther Buchen of The Buchen Co., Chicago, and Vice Chairman D. C. Stewart of Kenyon & Eckhardt, New York; Business Papers Chairman H. E. Cassidy of The McCarty Co., Los Angeles, and Vice Chairman (to be appointed); Government, Public and Educator Relations Chairman William Reydel of Cunningham & Walsh Inc., New York, and Vice Chairman A. W. Seiler of The Cramer-Krasselt Co., Milwaukee; Magazine and Farm Papers Chairman Guy Richards of Compton Advertising Inc., New York, and Vice Chairman E. Ross Gamble of Leo Burnett Co., Chicago; Mechanical Production Chairman George B. Dearnley of McCann-Erickson, New York, and Vice Chairman E. Thomas McBreen of J. Walter Thompson Co., Chicago; Media Relations Chairman H. H. Dobberteen of Benton & Bowles, New York, and Vice Chairman E. E. Sylvestre of Knox Reeves Adv. Agency, Minneapolis; Newspapers Chairman H. H. Kynett of The Aitkin-Kynett Co., Philadelphia, and Vice Chairman John N. Jackson of Anderson & Cairns Inc., New York; Outdoor and Transportation Advertising Chairman J. J. Hartigan of Campbell-Ewald Co., Detroit, and Vice Chairman Milton L. Kiebler of Benton & Bowles, New York; Research Chairman D. E. Robinson of Price, Robinson & Frank, Chicago, and Vice Chairman Fred B. Manchee of BBDO, New York.

AAAA Operations Committee announced a fortnight ago includes Henry M. Stevens, J. Walter Thompson Co., in charge of personnel; Earle Ludgin, Earle Ludgin & Co., Chicago, in charge of research; John P. Cunningham, Cunningham & Walsh, New York, in charge of ethics; and B. C. Duffy, BBDO, New York, in charge of relations.

Also announced were Committee of Board on Press Relations, including Chairman Lawrence L. Shenfield, Doherty, Clifford & Shenfield, New York; Gordon E. Hyde, Federal Adv. Agency, New York; and E. E. Sylvestre, Knox Reeves Adv., Minneapolis.

BANK DAY

KRNO Airs Bank's Opening

THE staid offices of the newly-formed Fontana National Bank became studios of KRNO San Bernardino, Calif., when the station helped publicize the bank's opening day.

Officers of the new bank decided they wanted something new in the way of an opening. Arrangements were made with KRNO to broadcast directly from the bank during the entire opening day.

KRNO's disc-jockeys, staff announcers and program director moved en-masse to Fontana. Regular commercials were carried and interviews were conducted with bank visitors. R. N. McCook, bank president and manager, reported very satisfactory results.

HADACOL CANCELS

Revising Radio Copy

LeBLANC Corp., Lafayette, La., making and marketing Hadacol tonic, has ordered stations on its schedule to discontinue all announcement and programs and has tacitly admitted negotiations are under way for sale of the company [CLOSED CIRCUIT, June 25].

In a letter "to all radio stations," George Dupuis, director of radio advertising, observed the company is "in the process of revising all of our advertising at this time because we are not satisfied with the effectiveness of our present copy. It will be approximately 30 days before this new copy is approved and transcriptions processed. Every effort is being made to have this material available at the earliest opportunity."

Mr. Dupuis said there is nothing definite in rumors that several offers have been made to buy LeBlanc Corp. "Should such a sale be consummated," he continued, "the corporation will continue under virtually the same management and the same promotional and merchandising methods employed in the past will continue."

HUNTINGTON OUTLET

WGSM Plans Aug. 1 Opening

WGSM Huntington, L. I., N. Y., plans to start operation approximately Aug. 1. The 1 kw independent on 740 kc is managed by Edward J. Fitzgerald.

Jack Ellsworth, formerly with WHIM and WFCI Providence and WVNJ Newark, has been named program director. Other staff members include Lee Fremault, formerly with WBZ Boston and WFCI Providence; Walt Neiman, from WDEM Providence, and Ted Withall, who has been with Hollywood stations.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

SET PRODUCTION

Radios Up 3% in May Telesets Fall 28%

PRODUCTION of radio receivers increased 3% in May, compared to April, whereas TV set output fell off 28% for the month and 54% below the monthly average during the first quarter of this year, according to Radio-Television Mfrs. Assn. Figures apply to both member and non-member companies.

May radio production totaled 1,372,609 sets compared to 1,337,042 in April and a first-quarter average of 1,411,866 sets. TV output in May totaled 339,132 sets compared to 469,157 in April and a first-quarter monthly average of 733,223.

FM production constituted 12% of the May home set output, or 75,337 receivers. Another 15,679 FM circuits were turned out in the form of TV sets with audio circuits tuning the FM band.

Sales of radio receiving tubes fell off in May, totaling 34,074,356 compared to 35,883,627 in April. Total number of tubes sold in the first five months of 1951 was 188,235,226. Of May tube sales, 21,187,963 were sold to radio-TV set manufacturers; 2,580,935 to producers of other electronic devices; 8,113,122 for replacements; 1,930,983 for export, and 261,353 sold to government agencies.

Radio-TV output during the first five months of 1951 is shown in the table below.

Population Increase

TOTAL population of the United States, including armed forces overseas, was about 153,900,000 as of May 1, 1951, according to Roy V. Peel, Director of the Census. The figure represents a gain of 2,768,000, or 1.8%, over the estimate for April 1, 1950, according to Mr. Peel.

Radio-TV Output for Five Months 1951

	Television	Home Radios	Portables	Auto Sets
January	645,716	780,410	75,294	346,799
February	679,319	795,377	79,859	437,779
March (Five Weeks)	874,634	1,027,745	147,037	545,297
April	469,157	644,527	150,494	542,021
May	339,132	604,904	164,171	603,534
TOTAL	3,007,958	3,852,963	616,855	2,475,430

HOME RECEIVERS

Three Firms Cut Output

CUTBACKS in production of home television and radio receivers and full-scale output of government electronic equipment had been announced last week by RCA and Philco.

In addition, Emerson Radio & Phonograph Corp. said that government regulations may reduce its output as much as 50%.

RCA said it would cease production of home television receivers in its Camden plant, and in the fall would begin manufacturing radar and other electronic equipment for the armed forces.

Production of home TV receivers will continue, however, in an RCA plant in Indianapolis. Another plant, at Bloomington, Ind., still is making receivers but also has been making electronic equipment.

Philco President William Balderston explained that "While Philco will continue full-scale production on automobile radios, and all strategic government equipment . . . its home radio and television production will be temporarily curtailed."

The Philco executive said that the move was necessary to balance inventory with sales, starting the latter part of this month (June).

"In addition," said Mr. Balderston, "the entire capacity of Philco's Philadelphia Plant 50 will be made available to the government and for production of high priority marine, aircraft and ordnance equipment."

Charles Robbins, Emerson vice president for sales, said that to "best utilize the material now available for the manufacture of civilian receivers" his corporation had decided to concentrate for 1952 on a few basic chassis and a limited number of models.

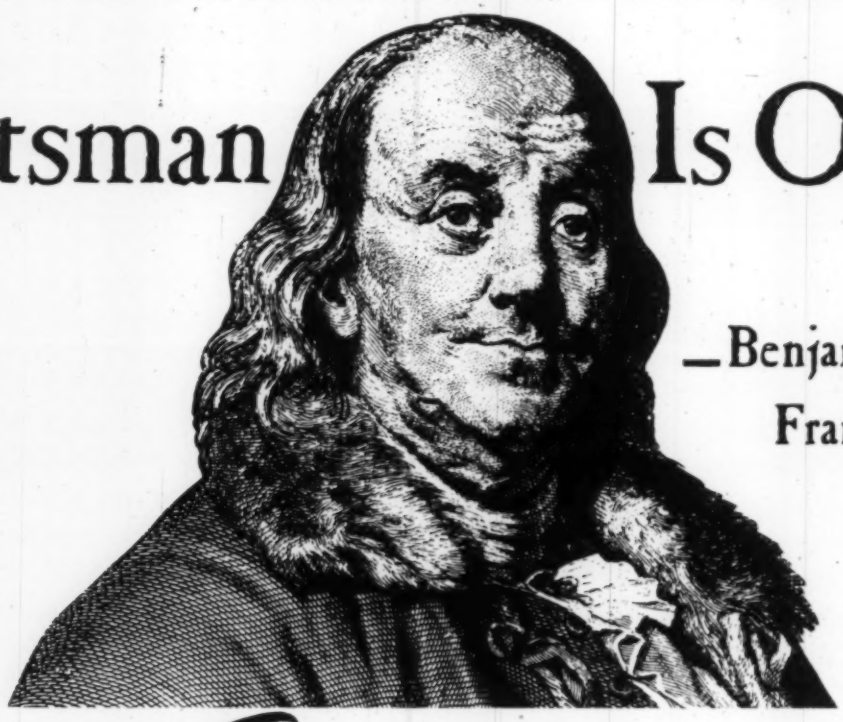
Mr. Robbins announced a series of regional dealer meetings to be conducted by field sales representatives.

Kaufman Honored

SEVEN first place awards in various media were won by Henry J. Kaufman & Assoc., Washington, at the 20th annual conference of National Advertising Agency Network a fortnight ago in Highland Park, Ill. Awards by Kaufman clients included Arthur Murray Dance Studios, Washington-Baltimore, for a TV program, and WMT Cedar Rapids, for a business paper campaign. Others include:

Peoples Drug Stores, institutional advertising; Chestnut Farms Dairy, TV spot campaign; Christian Heurich Brewing Co., radio spot announcements, and Laurel Race Course, Laurel, Md., radio spots. It also was announced that Mr. Kaufman, managing partner of ad agency, was elected chairman of National Advertising Agency Network steering committee, which will guide operations in coming year.

"A Craftsman Is Only A



—Benjamin Franklin

Soundcraft

REEVES Soundcraft CORPORATION

10 East 52nd Street, New York 22, N. Y.

HYDE ON NARBA

Answers Craig's Criticism

"ALL pertinent facts" about the North American Regional Broadcast Agreement will be brought out in hearing before the Senate Committee on Foreign Relations, declares FCC Comr. Rosel H. Hyde in the current *Julius Klein Newsletter*. The bylined article answers charges made in the May issue of the same publication by Edwin M. Craig, president of National Life & Accident Insurance Co. and board chairman of WSM Inc., Nashville [BROADCASTING • TELECASTING, May 3].

"The principal and virtually only opposition to the treaty arises from the Clear Channel Broadcasting Service, a small group which is composed of a bare majority of the Class 1-A stations on the 25 clear channels," writes Comr. Hyde. "The other half of the Class 1-A stations operating on clear channels either approve or do not oppose the agreement."

Four of the six 1-A stations, whose channels will be shared on a second basis by Cuban operations, are not opposing the agreement, the Commissioner says, pointing out that the remaining two of these stations, members of CCBS, would receive "substantial benefits" under their present operation.

The article says NARBA would eliminate interference on nine of 15 channels, where such trouble exists, and maintains that the remaining six will be afforded protection "much higher" than that which now prevails.

Comr. Hyde denies Mr. Craig's contention that Article 44 of the International Telecommunications Convention provides a vehicle for settlement of existing interference problems. The provisions are "much too indefinite to be effective," he contends.

Comr. Hyde admits it would be "desirable" to have Mexico and Haiti signatories to NARBA, but points out that Cuba, rather than Mexico, has created the most difficult problems to U. S. radio reception. "In any event, how can the temporary absence as signatories of Mexico and Haiti eliminate the great advantages which are gained to the United States from stabilizing our other radio fronts?" questions the article.

Aid Evaluation

Disclosure of the facts to the Senate, which must ratify the agreement, will aid that body in evaluating NARBA, Mr. Hyde says. "I am confident that no small pressure group will succeed by the use of glittering generalities in seriously prejudicing the future of United States radio listeners and the bulk of United States radio industry."

ROBERT M. BEER, general manager of WATG Ashland, Ohio, has arranged an exclusive series with the noted novelist and columnist, Louis Bromfield (r), whose many books include *The Rains Came*. Wayne Byers (l), WATG production manager and sports director, conducts the interviews at the author's farm, Malabar, near Ashland.

Out-of-Home Listening

OUT-OF-HOME listening was responsible for a 17% boost in the New York radio audience during May, according to a report by the Pulse Inc., New York. Pulse reported that on the average day 30% of Metropolitan New York people listened to the radio away from home. Of these, 58% were male. Automobile listenership accounted for 53% of the out-of-home audience.

AUTO RADIOS

Owned by 45.5%—Pulse

IN A SURVEY based on 15,000 interviews in 15 major markets during May 1951, The Pulse Inc. found that 45.5% (4 million of 9 million families) in the areas owned automobiles with radios.

A similar survey was conducted by Pulse in January in New York City, which indicated a "potential car audience of well over 1 million families" in the metropolitan area.

Figures for the individual markets were:

Metropolitan Area	Families With Car Radios
Atlanta	71,100
Birmingham	66,700
Boston	288,200
Buffalo	138,400
Chicago	716,700
Cincinnati	130,900
Detroit	501,900
Los Angeles	857,900
Minneapolis-St. Paul	171,800
New Orleans	81,300
Philadelphia	301,600
Richmond	43,600
St. Louis	234,800
San Francisco	350,100
Washington, D. C.	151,200

KATY Joins ABC

KATY (formerly KMNS) San Luis Obispo, Calif., operating on 1340 kc with 250 w, has become a bonus affiliate of ABC. The station is licensed to and operated by San Luis Broadcasting Co., Morden R. Buck and John R. Rider are co-owners, with the latter also general manager.

As Good As His Tools!"

YOU will find the best in recording apparati comes from the Reeves Soundcraft Laboratories. Magnetic tape with ten distinct features that contribute to its higher efficiency and fidelity; an assortment of recording discs to answer every requirement—a sensational line backed by the greater integrity and experience of the Reeves name, for twenty years a foremost manufacturer of recording and electronics accessories.

Soundcraft tape is made in all types and lengths to accommodate all tape recorders.

Soundcraft recording discs available in a variety of sizes, single and double face.

REEVES—"20 YEARS WITH SOUND RECORDING MEDIA"

Export—Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y.

the ALLAN JONES

Presenting the handsome Hollywood singing personality, Allan Jones, plus England's 60-voice Luton Girls Choir and 40-piece concert orchestra directed by Sidney Torch—30 minutes, every week for 52 weeks.

The name "Allan Jones" conjures up numerous moments from Hollywood's silver screen: remember "A Night at the Opera"..."The Boys from Syracuse"..."The Firefly"..."The Great Victor Herbert"? They were all starring vehicles for Allan Jones.

Star-studded entertainment—a brilliant 30-minute musical presentation of show tunes, standards and outstanding novelties—complete with voice tracks by Allan Jones opening and closing the show and introducing many of the featured numbers.

"The Allan Jones Show" is big-time! The listener appeal is universal. Available in September over all Lang-Worth affiliated stations—30 minutes, every week for 52 weeks. Send for your illustrated brochure now.

All music in "The Allan Jones Show" is under the able direction of England's internationally popular composer-conductor, *Sidney Torch*

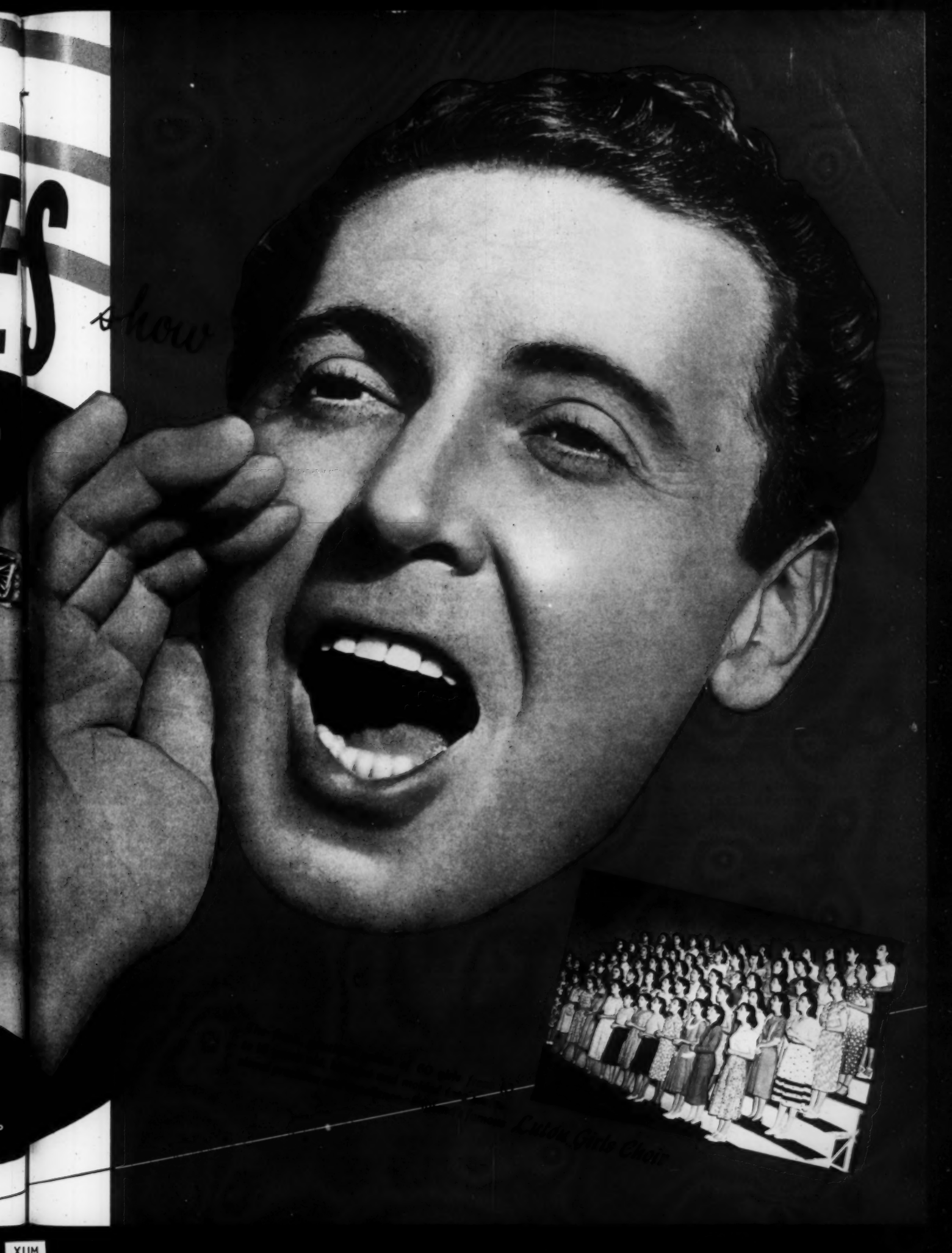
LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

WESTERN OFFICE
LANG-WORTH Feature Prog. Inc.
14579 Benefit St., Sherman Oaks, Cal.

CANADIAN OFFICE
S. W. CALDWELL Ltd.
80 Richmond Street West, Toronto


show
Latin Girls Choir

editorial

A New Medium Is Born

THE SPEED that animates the broadcast arts was significantly demonstrated last week. CBS introduced regular color television. This week commercial television observes its tenth anniversary.

More than a generation elapsed before color motion pictures were developed—and they are still sparse. Magazines have offered full color for about the same span. Newspapers—after 200 years—are just entering the color field.

Without belaboring the issue of compatible versus incompatible, or dot sequential versus field sequential, the reality of color television is evident. It is acceptable, feasible and practical. It is CBS color today. There doubtless will be a compatible system—admittedly desirable. But on June 25 a new medium was born.

The biggest plus for video color however, is the economic factor. Technically, it costs little more to produce live TV color than it does black-and-white. There may be factors of production, lighting and rehearsal that will add to cost, but these are in no wise comparable to the production of four colors by letter-press, rotary newspaper press, or by Technicolor. Those costs run up astronomically.

That which a few hundred people saw over the CBS hookup linking five cities on June 25 was good color. Intricate sequences, like the ballet, were picked up with extreme fidelity. The commercials—all 16 of them—demonstrated that color TV advertising will deliver an impact unparalleled in advertising or demonstration.

Thus a new medium has emerged from the laboratory, and from the fever of almost acrimonious competition. The brand-name is of abstract importance in the birth of an art form.

In the months and years ahead there will be a battle among the color Titans in a new era of advertising competition. The battle will be among the magazines, the newspapers and television. As to both economics and impact, it would appear that TV enters the affray with colors flying.

That obvious question. "What about radio?"

The answer is unchanged. Radio is the only saturation medium. It covers 95% of the American firesides. It is, and, by the very nature of the medium, will continue to be the cheapest way of reaching most of the people most of the time.

Put Up or Shut Up

A COMMITTEE of the American Bar Assn. now backs up a New York bar group in opposition to FCC Comr. Frieda B. Hennock for a Federal district judgeship in New York. Both say abstractly that Miss Hennock is "unqualified."

Does this Committee represent the view of the *entire* association? Many ABA members think Miss Hennock will make an excellent judge. We think these groups should come out in the open with their charges or shut up. Miss Hennock's stewardship as a leading New York lawyer, and as a public servant would appear to qualify her for any Federal judgeship hands down.

Those Credit Risks

WE have received numerous reports from stations that have been given bum checks by a Seattle agency which is notorious for its cut-rate deals.

Naturally we're sympathetic with stations that got stuck, but we can't help feeling that most of these credit losses could have been avoided if the stations had been more cautious. Propositions from unrecognized agencies should be investigated. Even if the product and copy are acceptable, the credit standing of the buyer should be checked.

In such circumstances, it seems to be a good rule to operate on a cash-on-the-barrel-head basis until the account or the agency has established its reliability.

TV's Already Teaching . . .

THE *New York Times*' series of articles on television's influence on American life (see page 56 this issue) is the most comprehensive job of its kind we've seen and contains invaluable information. No part of it, however, can be more gratifying to telecasters than the survey of working educators, a majority of whom believe that TV is benefitting the children of this country.

We emphasize that these are "working" educators who are in daily contact with children. Their views are at astonishing odds with those that have been expressed by higher-level educators who do their thinking in sanctuaries remote from the classroom and who have about the same intimate association with small fry as do Trappist monks.

The *Times* turned up some other intelligence that cannot be comforting to those who have asserted, without adequate research, that TV is creating a generation of illiterates. The *Times* learned that TV was enlarging children's vocabularies and also was stimulating youngsters to read more books.

We applaud the industry of the *Times* and its radio and television editor, Jack Gould, for doing a craftsmanlike job of reporting an intricate subject.

. . . And Will Teach More

THE educators who told the *New York Times* that they thought commercial television was already benefitting American children feel that there is still a bigger TV educational job to be done. Most of them favor the reservation of television channels for education.

Commercial telecasters have a chance to make a completely favorable record with these educators—if the promises of the Ford Foundation grant for educational programming materialize.

The Ford grant will be forthcoming only if the telecasters recognize the extraordinary opportunity it offers and exert their most serious efforts to develop a workable plan. The best brains in the field—those trained not only in practical programming but also academics—should be assigned to work with the Ford Foundation on this project.

The success of such a project would elevate commercial telecasting to a cultural level equal to that of our greatest universities. Were the project to fail because of the default of broadcasters, the failure would present the advocates of non-commercial TV with an unanswerable argument.

We are sure that these facts are obvious to alert telecasters and that the Ford Foundation may appropriate funds in the confidence that they will enormously enrich the cultural life of this country.

our respects to:

BARTON ROBERT McLENDON

BARTON ROBERT McLENDON, chairman of the board of the Liberty Broadcasting System, entered radio under turnabout circumstances.

Instead of a son following in his father's footsteps, Barton McLendon was brought into radio through his son, Gordon.

Gordon felt so strongly the lure of radio that his parents permitted him to withdraw from study of the law at Harvard U. Barton and Gordon possess an unusually close father-son camaraderie. There is little that Barton would not do for his son. If Gordon wanted a career in radio, his father would help him.

So Barton in 1946 bought for Gordon KNET Palestine, Tex. Later Gordon tried unsuccessfully to obtain a job announcing sports at a Dallas station.

After this disappointment, young McLendon persuaded his father to finance construction of a new Dallas station. Thus was born KLIF Oak Cliff in a Dallas suburb. This was in 1947.

In 1948, Gordon launched major league broadcasts over KLIF and immediately found other stations anxious to take the programs. That was the birth of LBS, which today boasts some 400 stations in about 40 states, Hawaii and Alaska. KNET was sold in 1949 and KLIF is today the only station owned by the McLendons.

While his father serves as chairman of the LBS board, Gordon actively fills the position of LBS president.

At 51, Barton McLendon can look back on a very busy life. Radio is his seventh successful career. There has been little time for play and today his hobbies are said to consist of only his work and, of course, his son.

Born in State Line, Miss., March 21, 1900, Barton was the only child of Maggie and Jefferson Davis McLendon, who are still living. He received his formal education from public schools in Oklahoma and Texas where his lawyer-father moved a few years after Barton's birth.

Barton McLendon left high school to start on his varied business career. His first employment placed him in charge of shipping and delivering bundles for a laundry company in Sherman, Tex.

After a year of this, he entered the insurance business, still a young boy. At 20, he owned one of the largest insurance agencies in southeastern Oklahoma, with a premium income of $50,000 annually.

While in insurance, Barton began studying law at his father's office in Idabel, Okla. His industriousness was rewarded. He passed the

(Continued on page 50)

WHOSE BIRTHDAY IS THE FOURTH OF JULY?

It's America's birthday, for one thing—Independence Day.

And for another, it's the birthday of Giuseppe Garibaldi, the father of Italian independence He was born on July 4, 1807 In his own country he is revered as we revere Washington.

So it is altogether fitting that his statue in New York should stand in Washington Square...uniting the fame of the two great patriots, Washington and Garibaldi, on common ground.

Everywhere you go, in and around New York, you'll find equally apt reminders of the importance of the Italian-American population of this area. More than 2,000,000 consumers, with a yearly purchasing power exceeding $2,300,000,000, make this the most important single economic group in greater New York. Both sales research and advertiser experience show that WOV is *the sole medium you need* to reach these consumers—*and sell them*

Let us tell you how inexpensively you can open this door to sales success in the New York area. You'll profit by seeing WOV's fast-moving new sound film, "Three Million People." We'll bring it right to your office!

ENGLISH **WOV** ITALIAN

Originators of *Audited Audiences*

NEW YORK

TWO LANGUAGES ONLY

5000 WATTS

730 FIFTH AVE., NEW YORK 19

ROME STUDIOS: VIA di PORTA PINCIANA 4 *National Representative: John E. Pearson Co.*

Our Respects to

(Continued from page 48)

bar, sold his insurance business and joined his father's law firm.

Law was interesting but insufficient to contain Barton's driving energy. While practicing law, he became interested in the theatre business and bought the Idabel movie-house.

It was typical that one theatre was not enough for Barton. Soon he had six small-city theatres.

His father retired from active law practice in 1930, and Barton decided to close the law firm and devote full time to the rapidly expanding theatre chain.

Today there are 25 movie houses in his Tri-States chain—in Oklahoma, Texas and Louisiana.

In 1918, Barton married Jeanette Eyster, of Los Angeles, whom he'd met when she visited her sister in Oklahoma. Mrs. McLendon works side by side with her husband, trying to make sure he doesn't overwork himself.

In addition to Gordon, the couple has a daughter, Mrs. Lester L. May, also of Dallas.

Although Barton takes little time for recreation, he belongs to the Dallas Country Club, the Athletic Club, Lakewood Country Club and is a Shriner.

One would imagine that after such a succession of careers, that Barton would be willing to slow down. But if ever such a willingness shows itself friends will begin to worry, because Barton wouldn't be himself if he wasn't trying to push forward.

Barton, shoulder-to-shoulder with his son, is determined to make Liberty the top network for sports and news. Does he plan to enter television? Definitely!

Newsmen to Meet

ANNUAL convention of the Carolina Radio News Directors Assn. will be held July 27-29 at Ocean Forest Hotel, Myrtle Beach, S. C. Speaker at the July 28 banquet will be Robert K. Richards, NARTB public affairs director, according to F. O. Carver Jr., WSJS Winston-Salem, association president.

VERY HAPPY at outdoor steak barbecue held on WNAX Yankton, S. D.'s transmitter grounds, to celebrate station's first day as a CBS affiliate, were, standing (l to r): Peter Lund, Geoffrey Wage Agency, Chicago; Bob Gardiner and Bill Quarton, WMT Cedar Rapids, Iowa; Bob Tincher, WNAX manager; Roy Miller, Tom Flanagan and Frank Fitzpatrick, Katz Agency; (kneeling), Art Mertz, *Advertising Age*; Lew Van Nostrand, WMT; Don Sullivan, WNAX.

Strictly Business

(Continued from page 14)

cepted beverage, a part of the dinner menu, and is considered so by housewives. Women have become a major factor in the brewing industry with the increased home consumption of beer, Mr. Gantner said.

A client who never "buys on ratings," he tenderly watches over commercial copy. In sports, for example—which Meister Brau has bought extensively—"It's hard to sell if the audience is high-pitched and enthusiastic about the game, because people resent the interference."

Although Peter Hand uses both radio and TV, "radio has a distinct advantage, as viewers get tired of seeing the same faces. When this happens, they don't bother watching or listening." In radio, people's imagination sustains interest in a commercial. "It's easier to find voices that are pleasing than faces that match good voices."

Mr. Gantner, who told station men three years ago "you will see the day when morning time will become your Class A time," startled other brewers recently by buying an early-morning (7:30-7:45) six-a-week show on WBBM Chicago. With it "we are reaching an untapped audience with commercials geared to the time and the composition of listeners."

Peter Hand traditionally has favored sports and mysteries. In 1946, when BBDO was named its agency, *The Whistler* received the highest ratings of any locally produced program ever broadcast in the city, reaching a peak Hooper of 17.2.

Meister Brau's ad manager is a native Chicagoan, who learned pictorial and scenic design while working for his father, and commercial art at the Art Institute and Academy of Fine Arts. A speedboat racer most of his early life, he joined Peter Hand after encouraging the company to sponsor him in a Chicago boat show. He made boat history when his craft's tank was refueled from an airplane for the first time. He was hired soon afterwards as a Peter Hand salesman. As city and sales advertising manager in 1942, he left to join the Army engineers and served in the South Pacific. He returned as a lieutenant colonel in 1945 to resume duties as ad manager.

Now a Park Ridge suburbanite, Mr. Gantner's compulsory hobby is plucking dandelions from his lawn, for which he attempts to draft his youngsters, Andy Jr., 12; Carolyn, 10, and Joanne, 4. His wife is the former Avelina Bodnar of Chicago. He is a member of the Chicago Press Club, Veterans of Foreign Wars and American Legion.

Government Procedure

SENATE has passed a bill (S 17) that would set up a board to study what rules of practice and procedure should be followed by federal agencies. In approving the legislation, which now must be passed by the House, the Senate voted $25,000 for the board to consider judicial proceedings for the enforcement or review of agency action [BROADCASTING • TELECASTING, June 25].

L. J. APPELL

WSBA Owner Dies

LOUIS J. APPELL, 57, owner of the Susquehanna Broadcasting Co., licensee of WSBA-AM-FM York, Pa., died suddenly June 23 at his estate near York.

A prominent industrialist and banker, Mr. Appell was stricken on the eve of a departure for a summer residence in Maine.

An active Democrat, Mr. Appell knew President Roosevelt and entertained President Truman, then a senator, at his York country-estate.

Surviving are his widow, the former Helen Pfaltzgraff; three children, Louis Jr., George and Helen; and his mother, Mrs. Nellie Appell, York.

Funeral and burial services were held in York.

VICTORY JAUNT

WDAK Marks Record Sales

WDAK Columbus, Ga., supplied its answer to the network rate-cutting debacle by taking to the air.

Celebrating the most successful month in WDAK's eight-year history, Allen M. Woodall, WDAK president, assembled the entire staff, plus husbands, wives, and dates, for a two-day vacation titled "Operation Victory."

Instead of a jaunt to the nearby hills, staff members were breakfasted and led to the airport where a chartered airliner flew them 350 miles to Daytona Beach, Fla., where a two-day round of entertainment had been arranged.

John Calvin Willever

JOHN CALVIN WILLEVER, 86, a pioneer of the telegraph industry, died June 24 following a week of illness at his Carrville, N. J., home. After a career of 63 years with Western Union, he had retired as first vice president of the company in 1943. He continued for two years thereafter as a director of Western Union, and at the time of his death was a director of two subsidiaries, the American District Telegraph Co. and Teleregister Corp. Services were held Wednesday in East Orange, N. J.

In Greater Grand Rapids
. . . the most ears
are WOODpecked!

5000 WATTS
NBC

WOOD

GRAND RAPIDS, MICHIGAN

ALSO WFDF, FLINT; WEOA, EVANSVILLE; WFBM, INDIANAPOLIS • KATZ AGENCY

Get Results
KWIK
IN
Eastern Idaho
POCATELLO, IDAHO
ABC & RBS affiliate
Rocky Mountain
Broadcasting System

front office

CLINTON H. FOWLER, assistant manager KUOA Siloam Springs, Ark., appointed manager KGER Los Angeles. **STORM WHALEY** will serve as general manager of Brown Schools radio stations (KUOA-AM-FM and KGER).

RICHARD B. RUDOLPH, sales staff WITH Baltimore, appointed general sales manager. **GEORGE SHAFFER**, sales staff, appointed local sales manager. Mr. Rudolph has been a member of the station's sales force for many years, and Mr. Shaffer has been with the station since it began operations.

Mr. Rudolph

Mr. Shaffer

JOHN W. DOSCHER, account executive WOR New York, to ABC Radio Spot Sales department, as account executive.

KOLIN HAGER named general manager of WENT Gloversville, N. Y., effective June 18, to succeed **I. F. TEETSELL**, resigned. Mr. Hager's radio career began in 1921 with his appointment as studio manager and chief announcer of WGY Schenectady, the General Electric station. Subsequently he became vice president of the Buffalo Broadcasting Corp., returning to WGY in 1931 as general manager. In 1946 he became assistant to the president of Sesac Inc., New York, a position he left in 1949 for re-association with General Electric in its Strategic War Materials Div., where he remained until his current appointment.

FRANCIS MARTIN Jr. appointed account executive of Blair-TV Inc., N. Y., TV stations representatives, effective July 2. Mr. Martin, associated for past year with DuMont Television Network as spot salesman, earlier represented Music Corp. of America in 29 cities. Other experience includes organization of the Harlem Broadcasting Co., N. Y., and service as WOR New York recording studio sales manager and sales manager of WLCR Torrington, Conn., WATR Waterbury, Conn., and WNAB Bridgeport, Conn. Also he served during 1946-47 as assistant to the radio department chief of Abbott Kimball Co., New York.

WALTER V. TURNER appointed manager KWBW Hutchinson, Kan. Mr. Turner has been with WAAB and WKRG Mobile, Ala. and has served with two Fort Industry stations during his 15 years in radio.

Mr. Turner

JIM McCORD, commercial manager KAYL Storm Lake, Iowa, appointed general manager, succeeding **TOM SHUMATE**, who has resigned to become production director at KICD Spencer.

RAY TROTTER appointed to sales staff WNJR Newark. He was with station relations staff Progressive Broadcasting System.

PEL SCHMIDT appointed local sales manager WAAM (TV) Baltimore. He was with WITH same city.

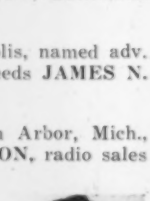
WARD GLENN, announcer-newscaster WIRE Indianapolis, named adv. sales promotion and public relations director. He succeeds **JAMES N. WILLINGHAM**, resigned.

DOUGLAS CAMPBELL, general manager WHRV Ann Arbor, Mich., appointed to sales staff WXYZ Detroit. **RALPH DAWSON**, radio sales staff WXYZ, to TV department.

EDWIN J. TURNER, chief announcer and director of students, WFUV(FM) New York, Fordham U. station, appointed station manager.

ADAM J. YOUNG Jr., N. Y., appointed representative for WMIE Miami, Fla. Station will become LBS affiliate effective Oct. 2.

GUY CARON appointed general manager CJNT Quebec. He was with CIBR Rimouski.



Mr. Campbell

H. A. SEVILLE, manager WCAV Norfolk, Va., has severed connection at WCAV.

LEE GORMAN, advertising manager WABI Bangor, Me., elected to board of directors Community Broadcasting Service (WABI). Other members of the board are **HORACE HILDRETH**, ex-governor of the state; **MURRAY CARPENTER**, manager of WABI; **JAMES WHITE**, and **GEORGE EASTON**.

HOMER GRIFFITH, commercial manager KAFP Petaluma, Calif., to KBIS-KMAR (FM) Bakersfield, in same capacity.

H. MALCOLM STUART, account executive for *American Weekly*, to ABC Radio Network Sales Dept., as account executive.

TOM W. JUDGE, sales staff WBZ-AM-TV Boston, named account executive on television sales staff CBS Radio Sales.

Personals . . .

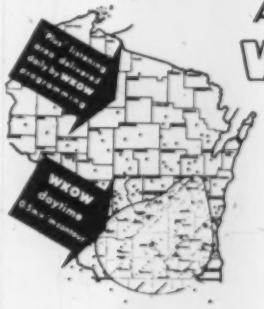
H. WILLIAM KOSTER, general manager WPJB Providence, presented citation by Rhode Island Federation of Music Clubs, for series of *Musical Horizons* programs presented by station. . . . **HARRY MAIZLISH**, president and general manager KFWB Hollywood, presented citation for *Job Well Done* in field of public service for medium of radio by National Vocational Guidance Assn., Southern California Branch, June 29.

FLOYD FARR, general manager KEEN San Jose, Calif., appointed member executive committee, San Jose Chamber of Commerce Advertising Bureau. . . . **ROBERT KLEIN**, general manager WDAS Philadelphia, has received his Master's degree in Education at Temple University.

DOUGLASS M. BRADHAM, general manager WTMA Charleston, S. C., named director Charleston County Tuberculosis Assn. . . . **E. J. (Mike) HUBER**, general manager KTRI Sioux City, Iowa, re-elected president of Advertising Club. . . . **TOM DAISLEY**, sales representative WIS Columbia, S. C., named one of "Key Men" by Columbia Junior Chamber of Commerce.

AND WKOW TURNS ON THE HEAT!

There's a warm reception waiting for your product in America's richest dairyland . . . a half-billion dollars' worth of milk checks that Bossy will earn this year. Get your share of this "moo-la." Take advantage of WKOW's concentrated, low-cost coverage — a half-millivolt area.



A HOT SPOT FOR RESULTS

WKOW-CBS

MADISON, WISCONSIN

Blankets the capital and 13 prosperous counties. Gives you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's hottest advertising buy!

1070 K.C.

Represented by
HEADLEY-REED COMPANY

WISCONSIN'S MOST POWERFUL STATION

WKOW CBS

RTDG CONTRACT

Signed With KNBH

CONTRACTS providing for increases ranging from 22% to 40% for directors, assistant directors and floor managers and KNBH (TV) Hollywood were signed last week by Radio & Television Directors Guild. Signing followed nine months of negotiations between the guild and NBC and its Hollywood outlet (KNBH).

Retroactive to Dec. 1, 1950, the contract covering 12 men extends to May 31, 1952. It covers minimum payments for workers on local and network shows. Minimum payment for directors on a network show is $140 plus commercial fees, for which no pattern has yet been set; for assistant directors and floor managers, sliding scales ranging from $70 to $80 per show on local shows, and $85 to $100 for network shows, plus overtime in both show categories.

The contract further calls for a five day week, eight hour day plus overtime compensation for assistant directors and floor managers; and two weeks vacation with pay after one year's employment for all three categories of directors.

The guild currently is negotiating with CBS Hollywood and its recently acquired outlet KTSL (TV) for similar contracts. Approximately five men are involved at the network; about 12 at the station.

FILM TRANSMISSION

WHAS-TV, AP Testing Wirephoto Facilities

USE of newspaper wirephoto facilities for the transmission of television newsreels is being tested by WHAS-TV Louisville and Associated Press.

While the technique is in the early experimental stage, enough progress has been made to offer hope that newsreels eventually can be transmitted by wirephoto equipment. Such a process would offer a fast and economical means of compiling daily newsreel programs for TV, according to Dick Oberlin, news director of WHAS, who conceived the idea.

First tests were started about six months ago by H. B. (Goldie) Littell, AP photographer in Louisville, with the approval of Oliver S. Gramling, assistant to the general manager for radio at AP.

In a transmission of a newsreel strip from one machine to another in the Louisville AP bureau the finished product compared favorably with a newspaper wirephoto of 15 years ago though it showed scanning lines and was not sharp. The strip was intelligible, however, offering hope for marked improvement in quality as experiments proceed.

The tests have been conducted with 35mm film since the wirephoto equipment cuts the size of transmitted photos in half. Actual size of the delivered strip was 17½mm, an engineering detail which the developers believe can be worked out in view of the almost universal use of 16mm film by TV stations.

Several frames from the wirephoto-transmitted movie film.

* * *

With the growing demand for speed in TV newsreels, Mr. Oberlin believes the process offers hope for quick and economical compilation of such programs. He suggested two cameramen could be assigned to New York, Washington and Chicago, as key points in a wirephoto network. These teams could cover much of the top news of the day, with each providing two or three minutes of programming.

Present wirephoto equipment could handle this volume of traffic in about 20 minutes. The films could be put on the wire as late as 5 p.m. for use on dinnertime newsreel programs.

BUENOS AIRES PLANS

Station Equipment Ordered

A CONTRACT has been signed toward construction and installation of the first television station to be placed in commercial operation in Buenos Aires. Signers were the firm of Radio Belgrano y Primera Cadena Argentina de Broadcasting, and International Standard Electric Corp., an associate of IT&T.

Most of the equipment is being furnished by Federal Telecommunications Labs Inc., Nutley, N. J., IT&T's research associate in the United States. A 150-foot tower is now being installed atop a 22-story building in Buenos Aires to accommodate Federal's new 8-bay triangular loop antenna.

SET TRADE-INS

RCA Plan Works, Mills Says

"OPERATION TRADE," a plan enabling dealers to offer liberal allowances on small-screen RCA Victor trade-ins for larger RCA models, has proved very successful, according to A. B. Mills, general sales manager of RCA Victor Home Instrument Dept.

The plan centers around a guarantee that distributors will purchase, from the dealer, each 10-inch RCA TV set traded in on a new RCA set, or will arrange to have it reconditioned by the RCA Service Co. at a nominal fixed sum if the dealer wishes to retain it for resale. (Under the latter plan, all parts except the kinescope and cabinet are reconditioned.) Mr. Mills said that the TV trade-in market "has scarcely been tapped. There are more than 250,000 RCA Victor 10-inch receivers. . . . Experience shows that many of the owners . . . welcome the chance to turn them in on a new, large-screen instrument, if offered a liberal trade-in allowance."

ROGELL NAMED

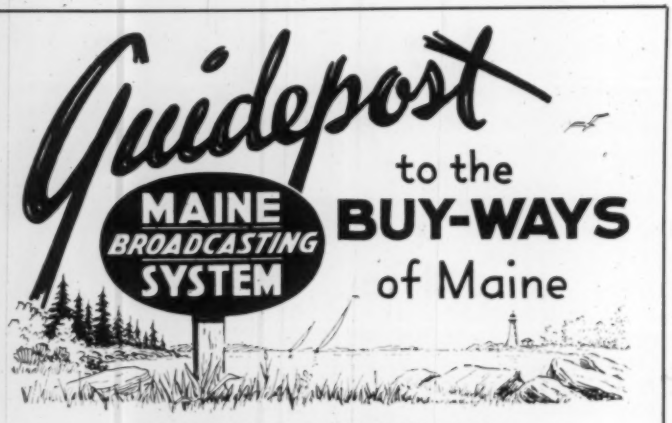
Film Firm Vice President

SID ROGELL, formerly executive on the committee in charge of studio operations and executive producer, RKO Radio Pictures Inc., last week joined the merged Official Film Inc.—Jerry Fairbanks Productions operation as vice president and general manager in charge of studio operations.

Mr. Rogell

According to the long-term contract finalized in New York, Mr. Rogell will be in complete charge of the Official-Fairbanks studios, reporting only to Jerry Fairbanks, who is in charge of production. His headquarters will be at the firm's Hollywood studios.

Immediate plans for the film pioneer include working on expansion plans with Mr. Fairbanks for the mass production of television films. Firm has available over $5 million for its planned TV film production program.



HOW TO COVER A THRIFTY STATE

Few states have more diversified industries than has Maine with 1363, not including agriculture and commercial fishing.

People prosper better when their dollars and their labors are invested in many enterprises.

The Maine Broadcasting System stations serve more of the homes of Maine's employed men and women than any other radio group.* They speak regularly to these thrifty people who know values, buy wisely and enjoy the good life.

**BMB Study #2*

WCSH Portland **WRDO** Augusta **WLBZ** Bangor

The MAINE BROADCASTING SYSTEM

Represented by

Weed & Company Nationally

Bertha Brennan New England

THE LITTLE STATION WITH THE BIG WALLOP!

WMAM

REP. BY MEEKER

MARINETTE WISCONSIN.

JULY 2, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

CHANNEL 5

KTLA

THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER *TELEVISION* AUDIENCE INDEX

MAY 1951 — SHARE OF *TELEVISION* AUDIENCE

TIME	TV SETS-IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	42.1	14.1	4.5	11.8	17.7	33.8 ★	8.8	9.1	0.1
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	24.1	8.5	4.5	26.9	4.4	44.5 ★	0.8	10.4	-
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	9.7	18.1	-	26.7	2.7	59.3 ★	1.8	0.9	0.5

1,038,750 TV Receivers in Los Angeles area, May 1, 1951

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Sales Office · 1501 Broadway, New York 18 · BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JULY 2, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TV'S 10TH COMMERCIAL YEAR

Marked by Industry

COMMERCIAL television was 10 years old yesterday.

On July 1, 1941, four advertisers became the first full TV sponsors in broadcast history by buying time on WNBT, NBC's video station in New York. Only that day had this TV station discarded its 11-year old experimental call of W2XBS and issued television's first rate card in celebration of its new commercial license.

(A far cry, this, from last Monday's inauguration of commercial color TV just 10 years minus one week later, when 16 advertisers joined in sponsoring the afternoon 60-minute colorcast on a five-station CBS video hookup.)

A baseball game between the Brooklyn Dodgers and the Philadelphia Phillies was the first item on WNBT's schedule for the day, but viewers saw first the original Bulova video time signal, which was repeated to close the day's telecasting at 11 p.m. In between, three other advertisers helped make TV history: Sun Oil Co. put the camera on Lowell Thomas as he did his evening newscast on NBC-Blue for the first sponsored simulcast; Lever Brothers Co. presented *Uncle Jim's Question Bee*, and Procter & Gamble Co. brought the audience a special telecast of *Truth or Consequences*.

The posessors of New York's 4,000 TV sets, their families and their friends on that first day of July in 1941 were possibly not as greatly thrilled at the beginning of sponsored TV as they were by the new opportunity to choose their program fare from the offerings of three stations. CBS's WCBW, another pristine call replacing the experimental W2XAB, and DuMont's W2XWV joined WNBT in offering the New York audience the first three-way choice in video history.

Revenue to WNBT

Television's revenue from the sale of time on that first day of commercial operation, however, all went to WNBT. CBS decided to devote its station to program experimentation for the time being and did not begin to sell time until Nov. 1, 1946, when it adopted its present identification of WCBS-TV. W2XWV continued with experimental operation until May 2, 1944, when its commercial license as WABD became effective.

Not that WNBT's first day's take was anything to rave about—$60 each for the two evening half-hour shows, $30 for the quarter-hour newscast and $12 for the time signals ($4 daytime, $8 evening), gave total time sales for the day of $162. Even if the studio charges —$90 for the half-hour big studio programs, $30 for the small studio quarter-hour and $5 for each spot— are added in, the aggregate is still only $382. But after years of no revenue at all even that small sum seemed to the TV broadcasters a long step in the right direction.

They felt also that it was a step that was long overdue and possibly too late to do much immediate good. More than a year before the Commission had authorized limited commercial operation for television as of Sept. 1, 1949, but that grant had been promptly withdrawn when an aggressive sales campaign for RCA receivers had aroused fears that TV standards might be prematurely frozen on that company's system, which was vigorously opposed by some other manufacturers, notably DuMont. An all-industry National Television Systems Committee devoted most of 1940 to research and field testing and, early in 1941, presented to the FCC recommendations that commercial operation be licensed on what was practically the RCA system of the year before. The two major proposed changes were from 441-line picture definition to 525 lines and transmission of the aural signals accompanying the pictures by FM instead of AM. The Commission accepted the NTSC proposals and set commercial operation for July 1, 1941, on which date it began.

War Cuts Hours

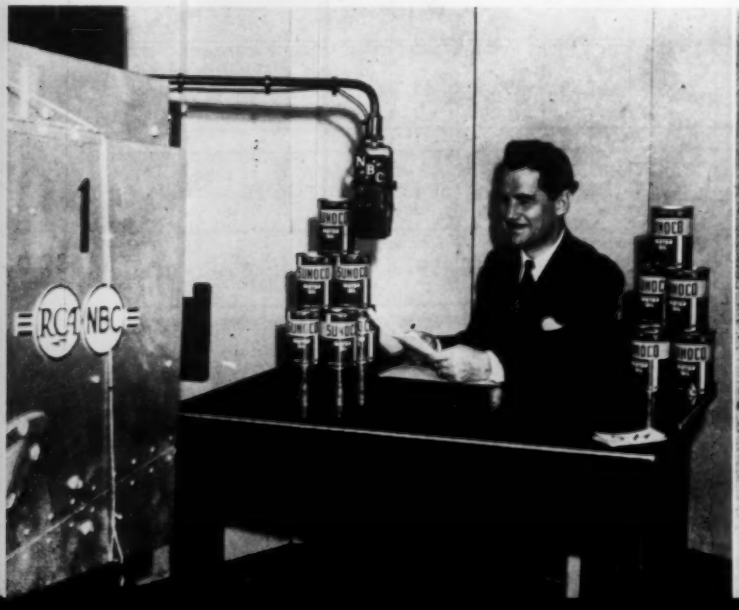
But war was drawing ever closer to our shores and already the electronic industry was fully engaged with defense orders and had little material or manpower to devote to the production of TV sets to provide circulation for this new advertising medium. When 1942 saw the commercial operation requirement for 15 hours of programming a week cut to four hours for the war's duration, WNBT and WPTZ (TV) Philadelphia—which had issued a rate card asking $60 an hour for its time, day or night, on Sept. 16, 1941, date of its commercial license, were the only time sellers of the seven U. S. video stations then in operation.

WRGB (TV) Schenectady, whose history dates back to 1928, was in 1941 rebroadcasting many of WNBT's programs, including sponsored shows, picked up direct by a

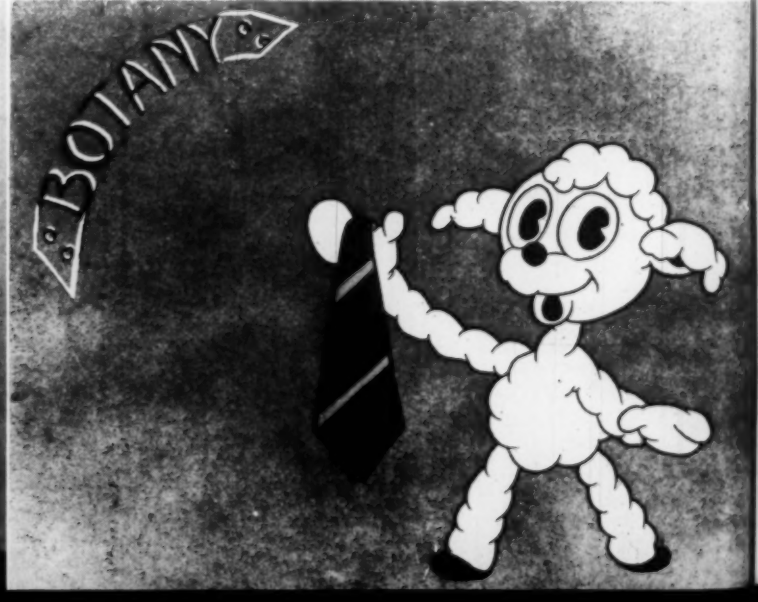
(Continued on page 71)

* * *

Flanked with his sponsor's product, Lowell Thomas did his July 1, 1941, newscast before the WNBT camera as well as the NBC-Blue microphone for the first sponsored simulcast in broadcasting history.



Botany's woolly lamb, whose cartoon antics forecast tomorrow's weather and depicted the durability of Botany ties, was a familiar character with 1941 TV families and friends.



COMMERCIAL COLOR KICKOFF

CBS Show Well Received

CBS INTRODUCED color television to commercial broadcasting last week (see IN REVIEW, page 28) with an hour long program followed by two half-hours daily, while the controversy over CBS color vs. compatible color of the RCA type continued undiminished.

Coincident with its color opening, CBS accused RCA of trying to "confuse" the public and industry and of resorting to "sheer distortion" in the process. CBS also thought it noteworthy that Allen B. DuMont Labs, "whose opposition to color television is well known," had already been given a sample of RCA's tri-color tube while CBS had not, though RCA had promised samples to all its licensees and Columbia too is a licensee.

CBS President Frank Stanton disclosed that Peter C. Goldmark, vice president in charge of engineering research and development, who developed the CBS color system, is in Europe working for adoption of the CBS standards there. He is in Geneva, conferring with the International Radio Consultative Committee (CCIR), an advisory group of the International Telecommunications Union.

Dr. Goldmark, President Stanton reported on the kickoff colorcast, is "trying to make sure that the people of Europe too can enjoy this great advance in television."

Other Demonstrations

RCA meanwhile went ahead with plans to begin public demonstration of its own system, on an experimental basis, in New York next Monday, while DuMont Labs, rebuffed in a last minute attempt to secure FCC postponement of CBS commercial colorcasting [BROADCASTING • TELECASTING, June 25], staged its own demonstration of the RCA tri-color tube and also showed newsmen a pickup of the initial CBS color broadcast.

CBS spokesmen estimated that 35,000 to 40,000 persons in five markets—including "several thousand" persons watching on home-built color converters—witnessed Monday afternoon's opening color show "premiere." The show was originated by WCBS-TV New York and fed to a network composed of WNAC-TV Boston, WCAU-TV Philadelphia, WMAR-TV Baltimore, and WTOP-TV Washington. These stations, except WTOP-TV, also carried WCBS-TV's daily 4:30-5 p.m. program and all aired the 10:30-11 a.m. color program, which started Tuesday and Wednesday, respectively, spokesmen said.

On the set as CBS inaugurated commercial color telecasting last week were (l to r) CBS President Frank Stanton, Arthur Godfrey, Board Chairman William S. Paley and FCC Chairman Wayne Coy.

* * *

In addition to special showings in each of the five cities carrying the opening color show, Colortone Inc., New York, reported more than 400 dealers watched on sets installed in its New York headquarters and Muntz-TV, also in New York, demonstrated its CBS color companion set to the public. Colortone officials said they were turning their full facilities over to production of CBS-type adapters and expected to have 3,000 units in distributors' hands by last weekend.

CBS Vice President Adrian Murphy reported at a pre-broadcast luncheon for newsmen on Monday that about 20 manufacturers—none of them "major" manufacturers—had approached CBS for patent licenses to build CBS color equipment. He also disclosed that Columbia's newly acquired Hytron tube division is working on a tri-color tube, along with many others in the industry, and reported that he knew of two manufacturers who are planning to offer CBS a tri-color tube.

Color time charges, Mr. Murphy reported, were worked out last September and consist, for the present, of 10% of the then-effective black-and-white card rate. In New York, this amounts to $250 an hour. Additionally, the advertiser pays program costs and, in facilities charges, $225 per hour for studios, etc., as compared with $275 an hour for black-and-white productions.

For its initial program, CBS had what it believed to be the largest group of advertisers ever to sponsor a single network broadcast—16. In addition, General Mills (one of Monday's 16) also sponsored the first broadcast of the regular 4:30-5 p.m. series, *The World Is Yours*, a nature show. The succeeding broadcasts in this series, and also the 10:30-11 a.m. show, *Modern Homemakers*, were unsold.

Will Help Set Dealers

President Stanton told newsmen at the pre-broadcast luncheon that TV set dealers should "applaud" the introduction of color. It gives them "something new to talk about" in their efforts to speed recently slow sales, he explained, pointing out that their present black-and-white inventories can be adapted internally for reception of color signals as well as standard monochrome.

He predicted that many new stations in the future will begin broadcasting in color rather than black-and-white.

"Far more than just a handful of stations will broadcast color,"

(Continued on page 60)

Color Debut Confusion

NEAR casualty of the CBS commercial color debut in Washington last Monday was Marie McGrain, chief telephone operator of WTOP-AM-FM-TV. Before, during and after the color telecast she handled 167 calls from viewers, many of whom blamed her for the chaos on their receivers. They'd read in the paper they could get the pictures; why couldn't they get a picture when they could hear the sound?; where do they sell converters?; that's a dirty trick, and on and on.

UHF CONVERSION

Shown at Bridgeport

THE JOB of converting the average VHF TV receiver for UHF reception will be "relatively simple and inexpensive," judging by observations of Glen McDaniel, president of Radio-Television Mfrs. Assn., and by inspection of a series of converters demonstrated Friday at Bridgeport, Conn.

No present TV set will be made obsolete by UHF, Mr. McDaniel said.

Under RTMA sponsorship UHF converters and other reception devices were demonstrated for the benefit of FCC officials, manufacturers and others. The idea was suggested by FCC Chairman Wayne Coy, who voiced a desire to see what progress manufacturers have made in preparing for the UHF services expected in early 1952 under FCC authorization.

Eight manufacturers showed their latest developments in the Barnum and Stratfield Hotels, Bridgeport. Five Commissioners and five FCC staff members saw the demonstrations.

"These demonstrations make it clear that owners of VHF television receivers have nothing to fear from UHF," according to Mr. McDaniel. "Manufacturers will be ready with simple and relatively inexpensive conversion equipment once the FCC is prepared to issue construction permits for UHF television stations."

UHF Conversion

Reminding that many VHF set owners may not want UHF reception facilities for some time inasmuch as present VHF services are not slated for curtailment and supply all network programs in many areas, Mr. McDaniel added: "But even in areas which now have inadequate service and where UHF stations will supplement VHF telecasting, there is no need for anyone to wait for VHF-UHF combination receivers.

"The industry is agreed that UHF telecasting is satisfactory from a technical point of view and will be a welcome addition to our present limited VHF telecasting channels. It will make possible a nationwide telecasting system, eventually embracing as many as 2,000 TV stations. Consequently, we look forward to its early entry into the television field."

Considerable time will be required for any extensive development of UHF telecasting, even after FCC opens UHF channels for commercial operation, Mr. McDaniel said. He felt it may be a long time before UHF stations are built in cities now well served by VHF outlets.

"Regardless of the timing," he said, "no present television set will be made obsolete by the advent of UHF telecasting. Where UHF stations are added to present VHF stations, ample conversion devices will be available. Meanwhile, anyone who waits for UHF-VHF sets will be depriving his family and himself of many hours of enjoyment."

Among those at the demonstra-

(Continued on page 61)

TV BENEFITS CHILDREN

'Times' Survey Quotes Educators

THE NATION'S school officials—an "overwhelming majority" of them—think television "is benefitting youngsters in many different ways and is not having significantly adverse effects."

This contradiction of a favorite contention of advocates of "pure" educational TV stations was reported by *The New York Times* last week in what was regarded as one of the most comprehensive studies of the effects of television yet undertaken.

The study covered TV effects on radio, politics, education, sports, theatres, reading, civic meetings, retail businesses, and other phases of the social and economic scenes.

In one of seven articles based on reportorial studies conducted by more than 100 *Times* correspondents, including those in all TV markets, *Times* Radio-TV Editor Jack Gould reported:

"In a remarkable unanimity of opinion, which undoubtedly will come as a pleasant surprise to the television industry, state superintendents of school systems, principals and teachers agree that at first children may look at the video screen excessively or neglect other activities, but that they soon return to their old habits and maintain their scholastic standing. . . .

"Use of television to introduce children to many personalities, events and topics to which they otherwise might not be exposed, a large number of school officials said, actually was contributing to the education of the younger generation, according to correspondents of *The New York Times*.

"Improved vocabularies for children in the primary grades apparently was one benefit of TV, several school officials also observed."

New Educational Tool

The *Times* study found TV "recognized by educators throughout the country as a new tool of learning that has vast potentialities for shaping democracy's future." But "a preponderance" of educators were "critical of the cultural quality of today's general run of commercial video programs and a majority favored the reservation of special TV channels for non-commercial and educational use."

Nevertheless, the study found educators who see good in some of the prime targets of the organized proponents of educational-channel reservation.

Dr. Phillip Polatin, assistant clinical professor of psychiatry at the College of Physicians and Surgeons at Columbia U., was quoted as saying that cowboy films, despite general parent disapproval, are "an excellent outlet" for children's hostility and aggression. But another thought TV is leading children to "confuse violence with strength, low necklines with feminine ideals, sadism with sex and criminals and police."

Woolf Colvin, principal of Seward Park High School on New York's lower east side, was described as seeing TV as a factor which widens youngsters' experience, though he also wondered whether it isn't also withdrawing children too much from home-work and open-air play.

The *Times* noted that a parent-teachers organization at Garden City, Long Island, had come up with a survey of TV effects which showed:

EFFECTS

Interests	Beneficial	Unchanged	Harmful
Intellectual	56.6%	35 %	1.7%
Creative	45.4	46.4	4.0
Recreational	19.5	64.2	9.6

Despite a number of more critical appraisals of TV's effects, Chicago's general superintendent of schools, Herold C. Hunt, was quoted as saying that "particularly in the lower grades, students with television sets seem to be more aware, have a somewhat larger vocabulary and seem to have greater sense of the world at large."

On the negative side, he found frequent cases of "over-identification" with Hopalong Cassidy or Howdy Doody and said some youngsters appear at school with "TV hangovers."

With respect to educators' reactions, Mr. Gould also reported that the *Times* study showed that "cities in the East having somewhat extensive experience with university and school video programs—notably Philadelphia, Baltimore and Syracuse—report public reaction has been favorable. Similar verdicts on educational TV came in from Detroit and Minneapolis, among others."

The *Times* study, undertaking to evaluate television's effect on "major segments of American life," got under way Sunday, June 24, and continued through Saturday, June 30.

In the opening report Mr. Gould said the newspaper's inquiries showed that TV "is influencing the social and economic habits of the nation to a degree unparalleled since the advent of the automobile."

Cites Effect of TV

TV's effect, he reported, extends to "the way the public passes its leisure time, how it feels and acts about politics and government, how much it reads, how it rears its children, and how it charts its cultural future. The country never has experienced anything quite like it."

In a subsequent article Mr. Gould noted that "established evening habits of the American people are undergoing drastic revision in the wake of television's upward surge. Playing an almost equal part, however, is the rising cost of living."

He said major radio network

(Continued on page 71)

Uses 100 Correspondents

THE *New York Times* report on television's effects on "major segments of American life," published in a series of articles last week, was acclaimed as one of the most comprehensive appraisals yet attempted in this field. For it, the *Times* called upon more than 100 of its correspondents in cities, towns and villages throughout the U. S. —including all TV markets— in addition to members of its principal departments in New York and additional help from its major bureaus. Radio-TV Editor Jack Gould's series of seven articles, published June 24-30, was distilled from some 110,000 words of copy filed by the bureaus and correspondents based on their grass-roots interrogations.

WSB-TV CASE

ANI Files Answer To WGST

PRINCIPALS in the proposed transfer of WSB-TV Atlanta last week denied there was any basis for the contention of WGST Atlanta that the television license should be surrendered [BROADCASTING • TELECASTING, June 25].

Atlanta Newspapers Inc. and Broadcasting Inc., transferor and transferee, respectively, filed the answer to WGST, which is operated by Georgia Tech under the University System of Georgia.

ANI, a merger of the *Atlanta Journal* (WSB-TV licensee on Channel 8) and the *Atlanta Constitution* (permittee of WCON-TV for Channel 2) proposes to shift its WSB-TV call letters to Channel 2 when WCON-TV is completed. The Channel 8 license would then be assigned to Broadcasting Inc., a new corporation of leading local citizens.

The joint document last week answered WGST to this effect:

1. There is no law, rule, regulation, policy or precedent to legally sanction or support the WGST petition.

2. The FCC has abolished its Avco rule, requiring filing of competitive applications for Commission's consent to transfer or assignment of a license; further, the petition does not comply with the rescinded Avco rule.

3. There is no basis that requires ANI to surrender its TV license, nor was there anything to necessitate ANI to offer to surrender its license. The reasons which actuated ANI in offering to sell and enter into an agreement to sell the TV station in question are explained in the application of ANI and Broadcasting Inc.

4. Since the promulgation by the FCC of the Multiple Ownership Rule it never has attempted to force surrender of any license but has always permitted the owner to sell one of the stations to a qualified transferee. Language which the petition quoted from the Commission order of May 12, 1950, is completely lacking in legal effect; said language having been incorporated in said order without legal authority and is therefore of no consequence and is not binding on FCC or ANI.

5. With regard to the two merged companies making statement that they were fully aware that the merger would result in the required surrender of one of the authorizations, ANI is beyond criticism for the mistake it made in making the statement; there is no law, nor is there any rule or regulation which required surrender of one of the authorizations.

6. The law requires that if an order can be construed in a reasonable way as to hold it valid and legal, that construction must be placed. The order of May 12, 1950, can be held to be valid and legal, only if construed to mean what the FCC had the right under law to require. There is no necessity or requirement under Commission rules for promise to surrender one of the authorizations and it must be assumed legally that the parties to the application intended to do only what the law requires; and it must be assumed the Commission did not exact the making of a promise not required by law or FCC rules. Actually it cannot be claimed that the Commission intended that its order be different from previous orders in similar circumstances, unless it is maintained that the FCC wanted to punish ANI for some undisclosed reason, and this we cannot and do not believe.

7. ANI hereby represents, in spite of petitioner's allegation, that no offer to purchase the TV station or procure assignment of license was made by petitioner to any officer or employe of ANI who had any authority to negotiate or discuss such an offer.

In summation, ANI and Broadcasting Inc. requested dismissal of the WGST petition.

Document was filed jointly by Paul A. O'Bryan, of Dow, Lohnes & Albertson, attorney for Atlanta Newspapers Inc., and Paul D. P. Spearman, Spearman & Roberson, attorney for Broadcasting Inc.

Kreisler's New Show

JACQUES KREISLER Mfg. Co. (wrist watch bands), is sponsoring a new series, *Tales of Tomorrow*, alternate Fridays, 9:30-10 p.m. over ABC-TV beginning Aug. 3. The program replaces *Kreisler Bandstand* on ABC-TV Wednesday, 8:30-9 p.m. which left the air June 6. The agency is Hirshon-Garfield Inc., New York.

BOX OFFICE BALM

Two Silver Linings Seen

MOTION-PICTURE theatre operators, looking for a cure for retarded box offices, got two apparent boosts from television last week: (1) Disclosure that NBC has a TV-program film project for theatres in the thinking stage, and (2) the results of a theatre group's second experiment with theatre-TV networking.

The NBC plan, which authorities said still has several hurdles to clear and on which there was no official comment, would involve the filming of the best sequences of top TV performers' network programs for distribution and showing in theatres on a regular full-feature basis.

For the most part, it was understood the films would be made from "live" re-enactments of the desired portions of the original TV shows. Kinescopes would be used as little as possible but would have to be employed when, for example, one of the original participants could not be available for the filmed version.

Sylvester L. (Pat) Weaver, NBC vice president for television, is heading the planning on the project. He reportedly hopes to get it under way in the late summer or early fall provided he can secure all necessary clearances including arrangements with performers, etc. Presumably the films—each of which could be made, it was thought, for $200,000 or less—would be distributed through regular motion-picture distribution channels, though it was said that this point and the question of who would make the films were among the problems yet to be settled.

Theatre operators meanwhile were enthusiastic over the box-office outcome of the second test of theatre-television networking—the Bob Murphy-Jake LaMotta bout Wednesday night which was telecast exclusively to 11 theatres in seven cities.

Spokesmen for the theatre group which swung the exclusive theatre-TV deal with the International Boxing Club reported that the results were "terrific," with turnaway crowds at all 11 theatres except one (unidentified).

They promptly reported that the Rex Layne-Rocky Marciano bout July 12 would provide their third theatre-TV test. The first was the Joe Louis-Lee Savold fight June 15 [BROADCASTING • TELECASTING, June 18, 25.] None of the fights are being carried by TV broadcast stations nor by theatres in the New York area, where they are staged.

From boxing's standpoint, the theatre-TV experiment appeared more successful in the case of the Murphy-LaMotta fight than in the Louis-Savold match. The latter drew a gate estimated at somewhat less than $100,000, while the Murphy-LaMotta bout brought an estimated $116,000 into the park aside from payments from the theatre group, estimated variously from $10,000 to $28,000.

The 11 theatres which carried last week's fight represented a gain of two—one in Richmond and one in Cleveland—over those which carried the preceding week's. These are in Albany, Baltimore, Washington, Pittsburgh, Cleveland and Chicago.

Despite the theatre group's exuberance, members of the "Fair Television Practices Committee"—organized two weeks ago by 10 New York professional men, mostly attorneys—said they were holding firm to their plan to oppose theatre-TV and home box office TV on legal grounds.

Attorney Jerome Marks, chairman of FTPC, said he will go to Washington within a fortnight to determine procedures for presenting his group's views to the FCC.

Acts for Members

Mr. Marks reiterated that the FTPC represents no one but its members [BROADCASTING • TELECASTING, June 25] and is "strictly non-profit." He said the committee grew out of a group which met to discuss Supreme Court decisions, all of whom were TV set owners but not attorneys in any sense for the TV industry. The discussion, in the course of which it was generally agreed that box office television was a "definite injustice to the public," led to the formation of the committee, he said.

About 50 "fan mail" letters had been received so far, Mr. Marks continued, mostly from New York City, but a few from Albany and Schenectady, as well as Washington, D. C.

Two separate legal questions, one relating to Telemeter and Phonevision and the other to "closed circut" telecasts such as the theatre fightcasts, are involved, he said, adding that research on each already had been begun by a committee of NTPC members.

"We are not trying to make this a closed thing," Mr. Marks went on. "Anyone who feels the way we do is welcome. In fact, we may try to interest prominent attorneys more experienced in such questions than we are in the committee."

FILM PRODUCERS

Urge Subscription Video

MARKING the first motion picture industry approval of a general plan of subscription television systems, the Society of Independent Motion Picture Producers at its annual convention in Los Angeles last week unanimously passed a resolution urging FCC to "speedily license worthy systems of subscription television."

The motion picture market should be expanded "without artificial limitation or restriction," the resolution stated.

Anxious to explore new approaches and avenues for the utilization of television for the "greatest good to the greatest number," the association urged adoption of one such subscription system so that the public would be afforded a "more abundant opportunity to enjoy quality feature length motion pictures, educational and cultural programs."

No particular system was recommended by the group. Any method or methods that would provide added revenue for films, it felt, should be released for general use. The question of whether films would be released simultaneously in theatres and for television will await FCC approval of a subscription plan and testing by producers in various places.

Coming in for criticism at the convention by SIMPP members was the treatment given old films being commercially telecast. Editing of films to fit required time slots in many instances mangled them, they said. Also, the public's appetite for motion pictures is dulled by the insertion of commercials during telecasting.

Producers also were urged to release feature films on closed TV circuits, as another opportunity for additional revenue. Such release, it was felt, would not affect regular theatre business.

ARCHITECT's drawing of how Television Square, proposed television production center of WOR-TV New York, will look from the 67th St. and Columbus Ave. corner. Designed exclusively for video production, present plans are to have the building completed late this year [BROADCASTING • TELECASTING, **May 21**].

LUTHERAN SHOW

Spends $750,000 for TV

LUTHERAN CHURCH - Missouri Synod, which has two million members covering all 48 states, will spend $750,000 on a television show with a documentary-dramatic format. This was announced last week by the Rev. Oswald C. J. Hoffmann, Synod public relations director who headquarters in New York.

The Rev. Mr. Hoffmann, in outlining the proposed plan to members of the South Wisconsin District of the Synod in Milwaukee a fortnight ago, described the venture as the largest ever to be undertaken in television by a Protestant religious group. He noted that the Seventh Day Adventists recently appropriated $350,000 for the medium.

A non-profit organization, Lutheran Television Productions, will be incorporated soon in New York, and will handle all production details. The group plans a series of 26 half-hour shows, which may be put on film. No details have been worked out, but the TV group hopes to find "an entirely new format" which will combine fiction and documentary techniques, the Rev. Mr. Hoffmann said.

Purpose of the show will be an attempt to point to the Christian faith and to the Bible as solutions for mankind's problems, he said. The money will be collected in a special membership fund drive.

'BOSTON BLACKIE'

Sold in 21 TV Markets

ZIV TELEVISION Programs Inc., New York, last week announced it already had sold its *Boston Blackie* in 33% (21) of the TV markets, and expressed confidence that the transcribed program would be sold in all markets by the time it is released on Sept. 10.

Southern Biscuit Co., through Dan Lindsay Adv. Co., Richmond, will sponsor the program over WTVR (TV) Richmond WTAR-TV Norfolk and WBTV (TV) Charlotte, all beginning Oct. 3, it was announced.

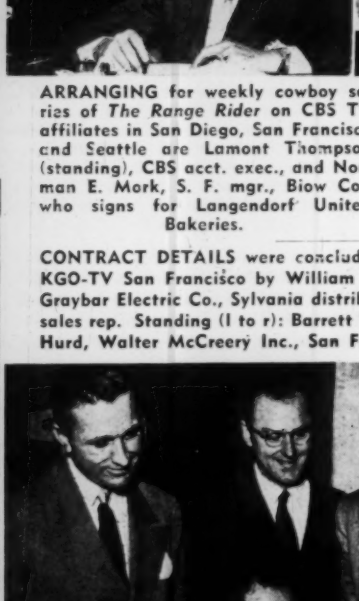
Florsheim on ABC-TV

FLORSHEIM SHOES, Chicago, for its men's line, will sponsor Red Grane's football commentary for the second year on ABC-TV from Sept. 27. The show will be telecast Saturday, 9:45-10 p.m. CDT. E. A. Trizil, media director of Gordon Best Agency, handles the account business.

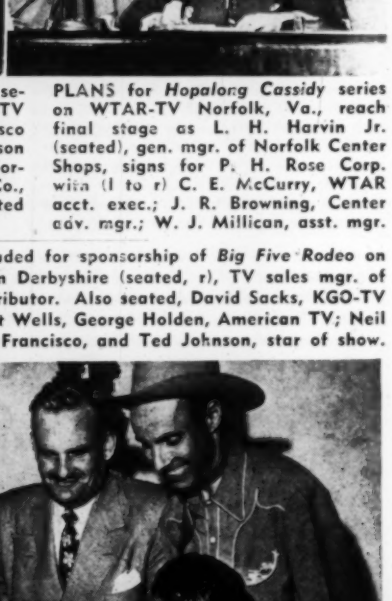
HAZEL BISHOP Inc. (lipstick) nears $2 million ad budget with *Freddy Martin Show* on 62-station NBC TV network starting July 12. Completing arrangements are (seated) Hazel Bishop and George Frey, NBC v. p.; standing (l to r) Raymond Spector, pres., Raymond Spector Co., Bishop agency; Robert Button, NBC salesman, and Band Leader Martin.

McALPIN CO. is sponsoring *Peggy's Guest House* on WCPO-TV Cincinnati under contract signed by R. Nelson Shaw (seated), McAlpin pres. and gen. mgr. Standing (l to r) are Peggy Sherwood, emcee; William Levi, acct. exec., Robert Acomb Agency, and Harold Parry, WCOP-TV.

SPONSORSHIP of 10 Cleveland Indians games on WICU (TV) Erie, Pa., by Erie Brewing Co. (Koehler's beer) is assured. Completing details are (l to r): Herb Stewart, WICU mgr.; A. W. Brevillier, v. p., brewery firm; Malcolm A. Yount, Yount Adv. Agency, and J. M. Magenau, Erie pres.



ARRANGING for weekly cowboy series of *The Range Rider* on CBS TV affiliates in San Diego, San Francisco and Seattle are Lamont Thompson (standing), CBS acct. exec., and Norman E. Mork, S. F. mgr., Biow Co., who signs for Langendorf United Bakeries.



PLANS for *Hopalong Cassidy* series on WTAR-TV Norfolk, Va., reach final stage as L. H. Harvin Jr. (seated), gen. mgr. of Norfolk Center Shops, signs for P. H. Rose Corp. with (l to r) C. E. McCurry, WTAR acct. exec.; J. R. Browning, Center adv. mgr.; W. J. Millican, asst. mgr.

CONTRACT DETAILS were concluded for sponsorship of *Big Five Rodeo* on KGO-TV San Francisco by William Derbyshire (seated, r), TV sales mgr. of Graybar Electric Co., Sylvania distributor. Also seated, David Sacks, KGO-TV sales rep. Standing (l to r): Barrett Wells, George Holden, American TV; Neil Hurd, Walter McCreery Inc., San Francisco, and Ted Johnson, star of show.

FILM PRODUCTION *Highlights NTFC Forum*

QUARTERLY FORUM of the National Television Film Council, which is celebrating its third anniversary, was held in New York Wednesday, with 15 speakers leading kaleidoscopic discussions of the subject of TV films.

Beginning with "Television Station Forum," presided over by WCBS-TV New York Film Director David Savage, the council heard Stan Parlin, broadcast film director for NBC, discuss station film production. A radio show, Mr. Parlin said, under the right circumstances is "merely a tape of a television show." He said some programs were better filmed than telecast "live," because of production cost factors. He cited script or serial shows, five of which could be filmed in two days, at substantial savings in comparison with five "live" telecasts.

Mr. Parlin urged "serious consideration" of the claim that the networks had spent millions on facilities for telecasting "live" shows, and were not anxious to "compete against themselves" by going into film production.

Suggesting that best results were obtainable with 35mm rather than 16mm film, Mr. Parlin said that the latter lost about 15% in picture, and 25% in sound quality.

Gordon Kinney, the Advertising Council's radio and TV director, described the Council's difficulties in extending emergency public service campaigns to television film spots, because of the inelasticity of current TV film programs. He asked his listeners to call upon film producers to make more allowance for spots.

Clearance Covered

Speaking on "Film Clearance—Legal and Music," Theodore R. Kupperman, NBC attorney, said that "three basic problems" of clearing TV films were literary rights, personnel rights and music rights. Every film should be examined for a copyright notice. If it carried none, the film might be in the public domain, although that was a matter to be checked, he said. Personnel rights and music rights each contain numerous points to be considered, he continued, adding jocularly that from a legal standpoint the ideal film would be one from the silent era, all performers in which were dead.

Mr. Savage presided over a period devoted to "resolutions, recommendations and gripes" of NTFC members present.

During the luncheon period, C. Edward Carrier, president of Hollywood Enterprises Inc., spoke on "Extra Program Revenue Through Commercial Exploitation and Licensing." After citing examples of successful film exploitation, he urged his listeners to consult "a good firm specializing in the field" of exploitation, which, he said, usually would accept an account on a percentage basis.

Mel Gold, NTFC founder and past president, in reviewing the council's three years of existence, pointed out that its growth reflected the increased importance of film in television. An August meeting for nominating officers during the coming year, and a proposal to establish annual NTFC awards now being considered, also were reported by Mr. Gold.

At a "Distribution Forum" following luncheon, Saul Turell, Sterling Films Inc. president and chairman of the distribution committee, presented the committee's report. He was followed by Archie Mayers, Unity Television Corp. president, who discussed "Phases of Film Distribution," and Isabel Leighton, authoress and Town Hall board member, who talked about "Educational Film and TV, A Distribution Problem."

Production Problems

Larry Gordon, Vidicam Picture Corp. president and chairman of the council's production committee, presided over a "Production Forum" after that. Norman Mathews, Ruthrauff & Ryan production chief, discussed "The Budget Breakdown"; John Battison, Dancer-Fitzgerald-Sample TV commercials director, spoke on "TV Film Commercials"; Marshall Grant, Ruthrauff & Ryan TV director, on "Producer-Client Relations"; Mr. Gordon on "The Raw Stock Situation." A demonstration of "The Editola," a cutting, editing and production machine, was conducted by David Decesare and Egon Neilson.

COAST FOOTBALL

Delayed TV Pact Signed

KTTV (TV) Los Angeles, in negotiations with Sportsvision Inc., has acquired exclusive West Coast sales and distribution rights for delayed telecasting of films of 1951 Pacific Coast Conference football games. The price involved was not revealed. The contracts were signed by Frank G. King, KTTV sales manager, and W. J. Parry, president, Sportsvision Inc., which will film the games.

Station plans to telecast home and road games of the two local universities, U. of Southern California and U. of California at Los Angeles, and to sell films of games of the other seven PCC schools to other local stations where the particular colleges are located.

Plastics TV Drive

PLASTICS MFG. Co., Dallas, appoints Product Services Inc. for a nationwide TV campaign for its 2 Texas lines of plastic dinnerware. The campaign starts Aug. 1 in 16 key cities.

Two passengers who witnessed reception of KRON-TV signal aboard UAL Stratacruiser were H. A. White, president of Hawaiian Pineapple Corp., and his daughter, Pat. Signal was received up to 300 miles from station's transmitter.

* * *

STRATA TESTS

KRON-TV Reports Results

"OUTSTANDING" results have been reported to KRON-TV San Francisco which collaborated with United Air Lines in a test designed to provide trans-Pacific passengers with regular commercial TV shows.

A standard RCA home TV receiver was installed in the lounge of UAL's Stratacruiser Flight 49 to Hawaii last month. The Stratacruiser's regular antenna was used to pick up telecasts from KRON-TV operating on Channel 4. Special technical personnel from the air lines company and the station accompanied the flight to measure results.

KRON-TV received three messages from the plane which reported reception ranging from "good" for 17,000 feet to "fair to poor" for 20,000 feet. Reception faded on the latter, possibly due to expiring signal strength or curvature of the earth. Measurements on "statute miles" varied from 155 to 306.

TELEMENSION

Film Scenery Leasable

TELEMENSION SYNDICATE of America has been organized to develop and lease to TV stations the Telemension Suspended Image System. Headed by Stevens Macey, firm is headquartered at 550 Fifth Ave., New York.

Developed by Emil H. Frank, the system employs transparencies, thus creating the impression of scenery around live, moving figures, it was explained. It is designed to cut the cost of program scenery through the use of film. Equipment is available to stations on a lease basis only, with all film to be processed through Telemension laboratories. Charges will be computed on a to-be-determined percentage of stations' Class A card rate, Mr. Macey said.

WEST Philadelphia Chamber of Commerce honored WFIL-TV Philadelphia for station's "excellence in programming" at organization's 10th annual meeting. Scroll was given Roger W. Clipp, general manager.

RE-TELECASTS

New FCC Problem Growing

A NEW and growing problem involving illegal re-broadcast of existing television programs may be facing the FCC. Already approximately 16 cases have been called to the attention of the FCC's monitoring staff wherein telecasts have been picked up off the air and re-amplified without the use of wires to certain areas.

Eight of these situations have been reported in West Virginia, involving such communities as Logan and Marmet. It is believed that many of the cases are in honest ignorance of the law and stem from confusion about community antenna system. The latter operation, involving pickup of signals off the air and transmission to homes by lines, is a legal function not needing FCC approval.

JOINT FACILITY

Congress Must Give Go Ahead

IF CONGRESS wants to give the green light and possibly additional funds, television will be added soon to the Joint Radio Facility, it has been learned.

Ralph R. Roberts, House Clerk, said if Congress orders by resolution that the facility pay for TV equipment out of its reserve fund, it will be done. However, Mr. Roberts said it would be helpful if funds were appropriated. This Congress thus far has failed to do.

Reason why an appropriation would help the facility, operated by its superintendent, Robert Coar, is that the cost of TV equipment may go as high as $65-85,000, Mr. Roberts said.

It has been revealed during testimony before an appropriations subcommittee that the facility, which currently records Congressmen's reports for broadcast station use, has built up a $100,000 reserve in the past 2½ years.

Estimates have been received in answer to advertisement of bids. Lowest was $61,000, it was disclosed. Mr. Roberts has told the subcommittee that he and Senate Secretary Leslie Biffle are ready to proceed with expansion of the radio service to television.

SMPTE Convention Set

SOCIETY of Motion Picture & Television Engineers will hold its 70th semi-annual convention at Hollywood (Calif.) Roosevelt Hotel, Oct. 15-19. W. C. Kunzmann, convention vice president, is in Hollywood conferring with Peter Mole, president of the society, and other officers, on convention plans. They anticipate an attendance of 500 members from all parts of the world.

IT'S RESULTS *that count...*

One of WGN-TV's newest local advertisers, a sporting goods firm, sponsors an 11:00 P.M. feature film on Thursday nights...

Results of the first program ...More than 600 balls and gloves sold in two hours the next day.

Results of the second program ...More than 2000 DOZEN golf balls sold the following day.

If it's results you want... **you need WGN-TV in Chicago**

(P. S. The company has signed for an additional film program)

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

Commercial Color

(Continued from page 55)

a CBS statement said. "Most of our own affiliates will carry many of our network programs. Some television stations already have color equipment on order so that they can broadcast color programs."

Major manufacturers who have refused to build CBS-type sets, Columbia asserted, "will either change their minds because the public and the television dealers will insist that they do, or they will no longer be large manufacturers."

Mr. Stanton reported that CBS has been "beseiged" with calls from manufacturers and dealers wanting to get necessary equipment.

He reiterated Columbia's estimate that its own color-monochrome sets—CBS-Columbia, formerly Air King—would reach the market by Sept. 1. The CBS statement said these sets would be of two types: One with internal adaptation to premit reception of CBS color in black-and-white, slated to sell for "only a few dollars more" than present monochrome sets, and one capable of reproducing CBS color signals in color. Both types will also receive standard monochrome telecasts.

The CBS statement also quoted RCA officials as having testified, in FCC's color hearings, that the RCA tri-color tube could be used with the CBS system.

"Yet RCA's determination to keep the public and the industry confused on this point is clearly shown by the fact that at last week's tube 'symposium' in New York, RCA refused to discuss the application of the tri-color tube to the field sequential (CBS) system," the statement asserted.

Noting that RCA had delivered a sample tube to DuMont Labs, but had not yet to CBS, the statement, released Monday, declared;

"Actually there is no great rush in view of the fact that the tube cannot be produced for at least two years."

The new "composite" color system proposed by the National Television System Committee, CBS said, "is not a working system at all. It is no more than a vague outline on paper. . . ."

On Monday's opening commercial colorcast, CBS Board Chairman William S. Paley hailed the event as "a landmark in television history" and the beginning of "a new dimension" which will exert a significant influence in a relatively short time.

FCC Chairman Wayne Coy, who appeared on the program with Messrs. Paley and Stanton, called it "a day of fulfillment," marking "an hour of triumph" for CBS scientists who developed the color system and for the owners and executives of CBS "who had the vision, the faith and the courage to fight the long, up-hill battle to develop the system and secure its adoption as the only system authorized. . . ."

Mr. Stanton paid tribute to Dr. Goldmark, developer of the system. "This day certainly belongs to Dr. Peter Goldmark and the men and women in his laboratory," he declared.

Johnson Commends

Mr. Paley read a telegram from Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, who called it "a historic day in the progress of man," and offered congratulations for "your persistence in the public interest in fighting the good fight for improving the art of television."

Meanwhile, at its Passaic laboratories DuMont Labs was picking up the CBS program for showing to newsmen, and also demonstrated the RCA tri-color tube using DuMont equipment.

The tube demonstration consisted of a succession of color slides, shown simultaneously on three sets. The color set and a companion black-and-white set received the "program" by wire, while a third black-and-white set received the same "program" from a small, intra-laboratory transmitter. Quality of the color picture and its companion black-and-white wire-fed picture was good, but that of the transmitter-fed black-and-white picture was somewhat less so.

Sets Compared

Following the tri-color tube demonstration, which was under the direction of Dr. Thomas T. Goldsmith Jr., director of research, arrangements were made for newsmen to watch the CBS "Premiere." Four receivers were lined up—a black-and-white set tuned to WCBS-TV, another black-and-white set tuned to WNBT (TV), a color set using the CBS rotating wheel, and a fourth color set using a rotating drum.

When the CBS program started, it appeared on both color sets, although somewhat less crisply on the "drum" receiver than on the "wheel" receiver. Incompatibility was demonstrated on the black-and-white set tuned to WCBS which, of course, did not show the telecast. The other black-white receiver produced the WNBT (TV) program for purposes of comparison.

Dr DuMont, who watched the CBS color telecast with newsmen, commented on the studio lighting difficulties involved, and called attention to what he considered the unnatural complexion of Ed Sullivan as the latter's image appeared on the color receivers.

Dr. Goldsmith said that "we believe the significance of this broadcast (CBS "Premiere") can be better appraised when considered in comparison and contrast with the possibilities of other systems and experiments which have been under way by the best engineers of the entire television industry."

With respect to the tri-color tube demonstration, he continued, "the pictures reproduced on this direct-view color tube possess the same line and field scanning standards which are employed for black-and-white commercial broadcasting."

After its initial broadcast. CBS said reports from all cities carrying the program indicated it was "a technical as well as artistic success."

In New York, where almost 400 persons watched in a studio equipped with eight color sets, the network quoted Statesman Bernard Baruch as calling color "a vast improvement . . . over black-and-white television."

Other quotes reported by CBS included:

FCC Comr. George E. Sterling—"The potentiality from the advertising standpoint has tremendous promise."

Sen. Ed C. Johnson (D-Col.)—"This is the day I have been looking forward to for a long, long time. I think it was great."

Sen. Charles W. Tobey (R-N. H.), another member of the Senate's Commerce Committee—"What we saw this afternoon enhances the beauty and pleasure of television to a degree that words fail to express. This will bless American homes."

Sen. James P. Kem (R-Mo.), also on the Senate Commerce Committee—"It was wonderful, natural and lifelike, and completely realistic."

Henry J. Kaufman of Henry J. Kaufman Assoc., Washington agency—"This is by far the closest we have come to having the product actually in the home."

Dorothy B. McCann, vice president of McCann-Ericson Agency—". . . An excellent and tremendous step forward."

William H. Weintraub, president, William H. Weintraub & Co. Agency—"Color adds a third dimension. . . . Today's broadcast by CBS was a brilliant demonstration that this third dimension is practical, exciting—and effective."

Henry Legler, vice president, Warwick & Legler Agency—"Color opens up a brand new field of wonderful advertising for television."

William B. Lewis, vice president, Kenyon & Eckhardt Agency—"Color . . . certainly will enhance our sales messages. I was greatly impressed."

Alex W. Griffin, radio and TV director, Al Paul Lefton Agency—"The possibilities for arresting displays of major products are tremendous."

Edward Ingle, radio and TV director, Republican National Committee—"Truly marvelous . . . just look what it's going to do for political candidates."

Thad Holt, general manager, WAPI and WAFM (TV) Birmingham—"A wonderful presentation. . . ."

Washington Viewers

An estimated 550 persons were reported by CBS to have seen the color kickoff show in Washington. This included the 100 government officials and press at the Carlton Hotel, 100 advertising men and additional newsmen at WTOP's downtown studios, 150 technicians and employes of WTOP and about 200 amateurs in the area who have built their own color sets.

In Baltimore, WMAR-TV reported an overwhelming verdict in favor of color TV from those who observed the "premiere" on Monday. Some 200 persons crowded the lobby of the new *Sunpapers* building at Calvert and Franklin Sts. to watch a set there while another 400 persons were reported on hand to view another set in the old *Sunpapers* building at Charles and Baltimore Sts. At the latter location some mechanical difficulties marred reception, it was said, although general opinion was quoted as favorable.

Viewing commercial colorcasts at the Carlton Hotel in Washington were (l to r) Comrs. George E. Sterling and E. M. Webster, Sen. Ed Johnson (D-Col.), chairman, Interstate & Foreign Commerce Committee; Comr. Paul Walker; Earl Gammons, CBS Washington vice president, and Sen. Charles Tobey (R-N. H.), ranking Republican member of the Interstate & Foreign Commerce Committee.

* * *

COLOR SPOT

CBS Provides Fact Sheet

WHAT DO spot announcements cost on CBS color TV? The answer is provided in a CBS color fact sheet supplied by the network to its salesmen. At present, the salesmen were told, the only local availabilities on WCBS-TV New York, which will originate the color shows, are an eight-second announcement with shared station identification, the same format as in black-and-white.

Costs: Eight second—$50 flat; 20 second—$75 flat; one-minute when available—$100 flat.

Cost for preparation of each flip card at WCBS-TV (art work)—$50 net.

A staff announcer off camera will be provided at no charge.

In event an actor appears on camera but does not speak (demonstrates while off-camera voice narrates) charge is $13.50 net.

If actor speaks on camera up to five lines, cost per announcement is $33.75 net.

If actor on camera speaks more than five lines, $40.50 net.

Advertiser must use continuous schedule of 13 spots.

UHF Conversion

(Continued from page 55)

tion were these FCC officials: Chairman Coy and Vice-chairman Paul A. Walker, and Comrs. Rosel H. Hyde, Edward M. Webster and George E. Sterling. FCC staff members included Benedict P. Cottone, general counsel; Cyril Braum, chief of TV Facilities Division; Virgil R. Simpson, assistant to chief engineer; E. W. Chapin, chief, Laboratories Division; William C. Boese, chief, High-Frequency Radio Branch.

John W. Craig, Crosley Division, chairman of the RTMA Set Division, conducted the demonstration in Bridgeport. He was host at a luncheon to FCC officials, exhibitors, the press and other guests. UHF demonstrations were geared to the experimental transmissions of NBC from KC2XAK Bridgeport. Guests visited the station after receiving equipment had been demonstrated.

List of manufacturers who took part in the demonstrations and the type of equipment demonstrated follows:

Capehart - Farnsworth Corp., Fort Wayne, Ind.—Demonstrating the ease of conversion of a standard Capehart television set to UHF reception, the Capehart test was conducted about four miles from the transmitter on a regular Capehart CX-33 television chassis currently used in all instruments in the company's line. UHF reception was achieved by inserting UHF channel strips in the standard coil tuner already a part of the instrument.

Crosley Division, Avco Mfg. Corp., Cincinnati — Crosley repeated at the Barnum Hotel its demonstration of April 11 when it first unveiled the Crosley Ultratuner, a UHF converter. A product of three years of work and research, the Ultratuner, small and attractive (7x6⅞x9½ inches), was attached with a screwdriver to a regular Crosley receiver. The Ultratuner requires no internal work on the television set itself. This is made possible by the Crosley continuous tuning system, which covers the entire frequency range between channels six and seven, including the area 122 to 132 megacycles. The Ultratuner can be used with every Crosley set ever built and will give complete continuous coverage of all the 65 to 70 channels proposed under UHF.

General Electric Co., Syracuse, N. Y.—General Electric Co. demonstrated its continuous UHF Translater at the Barnum Hotel. This Translater (Model UHF-101) is capable of receiving all of the proposed UHF station allocations. The Translater was operated in conjunction with a current model General Electric VHF receiver. It was housed in a compact wood cabinet constructed of genuine mahogany veneer. The dial scale is in a semi-circular design, and below the megacycle numerals there is a logging scale for added convenience in tuning. One of the features of this Translater is a traveling dial light which automatically spot illuminates each numeral on the dial face when the station point is rotated and can be turned off when the set is in operation. This unit can easily be attached to any VHF receiver. This Translater, a successor model to the G. E. Translater which has been tested for a year and a half in the Bridgeport area, is now in production in limited quantities.

Hallicrafters Co., Chicago—Hallicrafters conducted two demonstrations at the Stratfield Hotel. The equipment was: (1) A new Hallicrafters UHF converter with a current 20-inch rectangular tube table TV set; and (2) a current 20-inch rectangular tube table TV set with a UHF coil strip inserted in the Hallicrafters "Dynamic Tuner." This new converter is capable of operation from 450 to 900 mc and uses a tuned low-noise germanium crystal mixer. The output (at 63 mc) feeds into channel 3 or 4 of any present day TV receiver. A cascode amplifier provides an overall gain in signal strength without the addition of circuit noise.

Philco Corp., Philadelphia — While Philco Corp. has been experimenting with several types of UHF conversions, it demonstrated only one of its methods at the Barnum Hotel. It consisted of an external converter with continuous tuning which may be attached to any Philco TV set. It covers the full range of proposed UHF channels and is easily attached.

RCA Victor Division, Camden, N. J.—RCA Victor's latest high-quality converter, designed to bring in all UHF channels and suitable for attachment to any television receiver, was demonstrated at the Barnum Hotel. An outgrowth of RCA's intensive exploration of UHF for the past several years, the converter is designed for quality performance, giving pictures that compare favorably in every respect with VHF reception. On the face of the attractively designed converter are two knobs and an easily read dial. Installation of the converter is sufficiently simple to be performed from an instruction sheet by the average set owner.

Stromberg - Carlson Co., Rochester, N. Y.—Stromberg-Carlson Co. demonstrated its UHF converter at the Barnum Hotel. The converter provided simplified tuning of all 70 channels in the UHF bands. It will operate on all Stromberg-Carlson receivers and on the modern designs of all other manufacturers. It may be installed by the customer in a few minutes time. The unit is small and of pleasing appearance.

Zenith Radio Corp., Chicago—Zenith Radio Corp. demonstrated its turret tuner at the Barnum Hotel. Actual addition of the UHF strip to tuner reception was shown to illustrate that the conversion of a VHF set for UHF requires only a very few minutes and that no other change in the set is required.

CROSLEY SHOW

Color Converter Used

CROSLEY DIVISION of Avco Mfg. Corp. on Thursday gave its New York dealers and newsmen the first public demonstration of reception of commercial color telecasts through a converter attached to a stock model TV set.

Converters used in the demonstration were described as "engineering models" by company executives, who said they were unable at this time to say what the converters would sell for or when they would be available to the public. Admitting freely that they did not consider the CBS system the final answer to color telecasting, the Avco executives said that Crosley is cooperating with other companies in trying to develop a compatible color system, but that in the meantime the company is preparing to enable the purchasers of its monochrome receivers to use them in receiving CBS colorcasts if they want to do so by adding converters to these sets.

Converter unit, which sits on top of the black-and-white set, to which it is attached by two connections, easily made, has its own 10-inch cathode ray tube, equipped with a color wheel and a magnifying lense which gives a 12½-inch picture. The unit is made to work only with Crosley TV sets, and only with those manufactured within the last 18 months, company spokesmen emphasized, in the demonstration, the regular afternoon CBS color telecast was received with good quality images and color.

VETERANS of Foreign Wars' buddy poppy scroll was presented to producers of *Cavalcade of Bands*, over the DuMont TV network, in recognition of program's service to hospitalized veterans.

HOURS TRIMMED

Strike Hits KFI-TV

FIVE more hours weekly have been shorn from the dwindling program schedule of KFI-TV Los Angeles as the TVA strike against the station goes into its 13th week.

The latest loss was the hour-long, five-weekly *Songo* show, removed when the program's emcee, Del Moore, and Producer Hy Heck, who own the program, were declared unfair by the union which charged them with strikebreaking and threatened union action if they continued working on the station. The program was sponsored on a cooperative basis by California Songo Merchants Assn., Los Angeles, through Mr. Heck's advertising agency.

Mr. Heck has since signed the TVA code and has been removed from the union's "unfair" list effective June 24. Mr. Moore, on the other hand, was the object of the first disciplinary action taken by the union since its organization over a year ago. Declared guilty of strike breaking by the TVA national board at a recent meeting, he was fined $500 and "severely censured."

Now on the air 39 hours weekly, the station has lost approximately 28 hours weekly since inception of the strike April 4 which still shows no promise of early settlement. No meetings have been held in the past several weeks between the union and station which has been holding out mainly on a closed shop issue—Station Owner Earle C. Anthony insists on an open shop. In the meantime station affairs are further complicated by its being in the process of being sold, subject to FCC approval, to General Tire & Rubber Co. [BROADCASTING • TELECASTING, June 11]. The fear is that settlement of the strike may have to await completion of the sale.

MECK CONVERTER

Priced Less Than $150

ATTACHMENT which will convert black-and-white to color and sell for less than $150 retail will be delivered to customers in August by John Meck Industries, President John S. Meck said in Chicago Thursday. The company's new "Add-A-Color" unit will have a 14-inch picture tube, and can be plugged into all Meck sets made since January and other brand receivers with addition of a connector socket and some wiring changes.

Mr. Meck, in a letter to distributors, predicted that color TV will stimulate the receiver business and bring added importance to the TV market. "Sometime, some day a complete electronic color system will be created that gives full color on large tubes without rotating discs. . . . Many people will want color television, and it can be best brought to them now by optional color accessory units."

ERIE

Pennsylvania

HAS THE MOST TALKED ABOUT TV STATION IN THE WORLD!

WICU

ERIE, PA.

SELLING A MIXER ON JUST ONE PROGRAM PULLED OVER

$5,000.00

Participating spots in some of our Best Rated Shows still available.

EDWARD LAMB, Pres.

Headley - Reed, Nat'l Rep.

NBC-CBS-ABC-DUMONT

WICU

Channel 6

ERIE, PA.

Closely affiliated with WTOD, Toledo, Ohio and WTVN, Channel 6, Columbus, Ohio.

GREENVILLE and SPARTANBURG SOUTH CAROLINA

Twin textile cities of the South Carolina Piedmont, the contiguous counties have 313 industrial plants with total payrolls of $110,000,000 annually. Farms add another $29,000,000. The 315,048 people of Greenville and Spartanburg counties receive regular television service ONLY from WBTV, Charlotte.

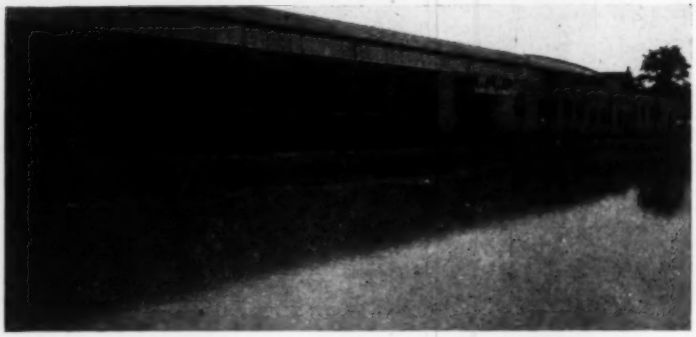
CABLE TELEVISION FOR 3 MILLION CAROLINIANS

CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

WBTV

REPRESENTED NATIONALLY BY RADIO SALES



ENTIRE personnel of WLWD (TV) Dayton, Ohio, was kept busy last Wednesday morning scooping water and mud from the main studio building. A "terrific storm" struck at 7 c.m. Soon there was two feet of water in the film room. Studios and offices also were flooded. At 11 a.m., WLWD was again on full operation at supplementary studios. Operations were expected to return to the above building by week's end.

* * *

ENGINEERS James Hurley (l) and Roy Poland (c) examine an equipment diagram in the flooded film room while Commercial Manager W. J. Williamson looks on.

EDUCATIONAL TV

Programming Unit Formed

NATION'S educators last week took initial steps to provide a cooperative educational television program service.

Meeting in Washington at the offices of the American Council on Education, university presidents and public school administrators followed through on a unanimous decision of a June 20 conference of educators that such a cooperative service was of prime importance.

Dr. Arthur S. Adams, council president, announced appointment of a drafting committee to work out specific procedures whereby the cooperative television program service can be formed.

Members of this committee include Dr. John R. Richards, Wayne U., chairman; the Rev. John J. Cavanaugh, Notre Dame president, and Dr. L. A. Wilson, commissioner of education, New York State.

Sylvania Awards

CHIEF AWARD of the Sylvania Television Awards Committee will go to that TV program considered by the judges to have "outstandingly met its social responsibilities to the community and the nation," as well as having "blazed the most notable creative television technique trail between Jan. 1 and Aug. 31, 1951," Don Mitchell, Sylvania Electric Products president, has announced. Supplementary awards will go to all categories of TV personnel, from actor to make-up man, he said.

PEACE MOVE

In DuMont-RTDG Rift

SETTLEMENT of the prospective strike against DuMont network by the New York local of Radio & Television Directors Guild reportedly was in the offing late last week, although neither side would comment formally on the matter.

RTDG national executive director and local executive secretary, Newman H. Burnett, served notice on the network a fortnight ago that a strike could "take place at any time without further notice." He charged that DuMont had refused to sign a formal contract embodying an earlier interim agreement which it had signed. The network had no comment.

EAGLE LION SUED

Action Asks $720,000

CHARGING breach of an oral agreement covering perpetual TV rights to 81 feature motion pictures and demanding $720,000 damages, George Frank and Mrs. Levenoria Batchelor, widow of the later Walter Batchelor, New York agent, have a suit on file in Los Angeles Films Inc.

Superior Court against Eagle Lion

The plaintiffs contend an oral agreement was made in October 1949 with the price set at $90,000 and they made a $1,000 down payment. About 20 days later the deposit was returned and the TV rights were sold elsewhere, according to the complaint. Films involved are now worth $810,000 for telecasting, it is claimed.

ROGERS SUIT

Asks Protection on Films

ROY ROGERS has filed suit in U. S. District Court, Los Angeles, asking Republic Productions Inc., and subsidiary Hollywood Television Service Inc., be restrained from issuing any of his old starring Westerns in a manner whereby the cowboy actor's name and that of his horse Trigger are used for commercial purposes.

With Republic planning to release a backlog of Mr. Rogers' Westerns for television through HTS, the suit is in the nature of a test. It will determine the legal position of the cowboy actor and other motion picture personalities whose films might be released to video. Contention is that the use of his old Westerns on television would convey the impression that he is endorsing products advertised.

The suit, if successful, could set an important precedent for the film industry, observers declare. Unless the cowboy actor's contract with Republic contained special motion picture-television clauses, the granting of the injunction could mean that studios could not offer their backlog of old films to video without consent of the players appearing in them, it was pointed out.

Gene Autry, singing cowboy star, once under Republic contract, also has threatened suit if that studio releases any of his old starring Westerns to video. Inasmuch as he is now making his own television films, charges would include unfair competition.

TVA-SAG VOTE

Ten N. Y. Firms to Pick

PERFORMERS of 10 New York film companies will choose as their bargaining agent either Television Authority or Screen Actors Guild in an election to be held by mail between Sept. 15 and Oct. 15, according to a stipulation signed by both sides in New York, under supervision of NLRB Attorney Eugene M. Purver.

With announcement of the stipulation, which marks a third major step toward settlement of the year-and-a-half-old dispute, SAG President Ronald Reagan issued a statement in Hollywood denouncing TVA. In consenting to the New York area election, TVA had chosen to "challenge the entire jurisdiction of the Screen Actors Guild," he said.

In New York, George Heller, TVA national executive secretary, said that if TVA wins the election, it will offer to "give back" non-TV film actors to SAG.

Auctions Banned

USING an auction sale to establish a market place for a mass selling of TV receivers has been banned in New York by License Commissioner Edward T. McCaffrey. In a statement he warned two licensed auctioneers who conducted a four-day sale in New York last month.

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE

University of Michigan (B.A.)
Two years, U. S. Navy
Three years, General Electric Co.
Five years, WWJ-TV, Detroit
Free & Peters (Detroit Office) since February, 1951

6 ft. 3, he's all TV—

KEITH T. McKENNEY!

When Keith McKenney decided to "get in on the ground floor of television", he really went all out—spent three years as camera man, stage manager, program supervisor, production manager and script-writer, and then added three more years in television sales, before joining F&P. Today, Keith obviously qualifies as a true Television Specialist, and is anxious and ready to serve you.

"Serving you" is the main reason our TV department has grown so tremendously in the past few years, even though these years have of course been ones of enormous growth for television in general. New men, new accounts, new highs in billing—they're all a reflection of F&P's basic philosophy that our biggest job is to help you get the greatest possible value for your TV dollars.

We think a visit with any one of our "Colonels" will convince you that we really work at that job—and that we do it *well*, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	WOC-TV*
FORT WORTH–DALLAS (STAR-TELEGRAM)	WBAP-TV*
LOUISVILLE (WAVE, Inc.)	WAVE-TV*
MIAMI (Wometco Theatres)	WTVJ
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	WTCN-TV
NEW YORK (THE NEWS)	WPIX
ST. LOUIS (POST-DISPATCH)	KSD-TV*
SAN FRANCISCO (THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Swanson Gen. Mills (alt. wks.)	*Open Hearing*		General Foods Hopalong Cassidy F
6:15				
6:30	Ted Mack Family Hour L (E-M)	*People's Platform* (7:29) Ronson Peter Lind Hayes		
6:45				
7:00	Goodyear Paul Whiteman L (E-M)	Wrigley Gene Autry Show		Regent Cig. Leave It To The Girls L
7:15				
7:30	Dodge Dealers Showtime USA L (E-M)	American Tobacco Go Lucky		Revere Copper Meet the Press L
7:45				
8:00	*Hollywood Adventure Time*	Lincoln-Mercury Dealers Toast of the Town	*Pentagon—Washington*	*American Inventory* L
8:15				
8:30				*TV Recital Hall* L
8:45				
9:00	*Film*	Gen. Electric G.E. Guest House	Bromo-Seltzer Rockey King Detective	Philco Corp Philco TV Playhouse L
9:15				
9:30	*Marshall Plan*		Larus & Brother Co., Inc. The Plain-Clothesman	
9:45				
10:00	*Film*	B.F. Goodrich Celebrity Time		Bohn Aluminum American Forum of the Air L
10:15	"			
10:30	Young Ppl. Church of Air Youth on March	Jules Montenier What's My Line		
10:45				
11:00	*Feature Film*	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Film* "			Co-op Cactus Jim L
6:15				
6:30	Kellogg Space Cdt.			
6:45	*Jimmy Blaine*			
7:00	*Club Seven**		Gen. Foods Capt. Video	Co-op Ernie Kovacs Show L
7:15	Pepsi-Cola Faye Emerson			
7:30	Ironrite Hollywood Screen Test	GM-Olds News		Co-op Man at the Keyboard L
7:45		Chesterfield Peggy Lee Mel Torme	*Not For Publication*	Camel News Caravan L
8:00	*Jerry Colona Show*	Lever Lux Pantomime Quiz		Noxema Cameo Theatre
8:15				
8:30	*Bill Gwynn Show*	Lever-Lipton Godfrey's Talent Scouts	Co-op Al Morgan	Firestone Voice of Firestone L
8:45				
9:00	A. Murray Studios Arthur Murray Show	P. Morris Horace Heidt Show	Co-op Wrestling with Dennis James	Admiral Lights Out L
9:15				
9:30	*On Trial* L (E-M)	Gen. Fds. Sanka Who's Whose Phil Baker		Bymart Somerset Maugham Theatre L
9:45				
10:00	*Feature Film* "	Westing-house Summer Theatre		TBA
10:15				
10:30				Co-op Who Said That L
10:45		Longines Chrono-scope		
11:00				TBA
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Film* "			Co-op Cactus Jim L
6:15				
6:30	"			
6:45	*Jimmy Blaine**			
7:00			Gen. Foods Capt. Video	Co-op Ernie Kovacs Show L
7:15				
7:30	P&G			Co-op Man at the Keyboard L
7:45	Beulah	Fatima Stork Club	*Washington Report*	Camel News Caravan L
8:00	*Hollywood Mystery Time*	*Film Theatre on the Air*	*Georgetown University Forum*	Curtis Publishing Meet the Press L
8:15				
8:30	F (E-M)		*Johns Hopkins Science Review*	Minnesota Mining & Mfrg. Juvenile Jury L
8:45				
9:00	*Q.E.D.*	*It's News To Me*	Drug Store TV Prod.	P&G Fireside Arena Theatre F
9:15				
9:30	Arnold Bakery Life Begins at 80	Electric Auto-Lite Suspense	Cavalcade of Bands	Armstrong Circle Theatre L
9:45				
10:00	*Roller Derby*	Block Drug Danger	*They Stand Accused*	P. Lorrillard Original Amateur Hour L
10:15				
10:30				
10:45				
11:00	Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30	Kellogg Space Cdt.	
6:45	*Junior Edition*	
7:00	Schenley Russells (to 7:05)	
7:15	Pepsi-Cola Faye Emerson	
7:30	Bendix Chance of a Lifetime	GM Olds News
7:45		Chesterfield Peggy Lee Mel Torme
8:00	*Sawyer Views Hollywood*	Toni Godfrey's Friends
8:15		
8:30	Kreisler Mfg. Band-stand	Liggett & Myers Godfrey's Friends
8:45		
9:00	Philco Don McNeill	Colgate TBA
9:15		
9:30	*Wrestling*	P. Lorillard The Web
9:45	"	
10:00	"	Pabst Sales Inc. Boxing Club
10:15	"	
10:30	"	
10:45	"	
11:00	"	
11:15 PM	(to 12)	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	*Soup Box Theatre*	Bonafide Mills Versatile Varities		
11:45				
12:00 N	R. Joe Inc. Ranger Joe			
12:15 PM	*Chester The Pup*			
12:30	Voice of Prophecy Faith For Today		Walter H. Johnson Candy Co. Flying Tigers	
12:45				
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00		*Modern Homemaker* (Color TV)		
11:15				
11:30		C-P-P (MWF) Strike It Rich		
11:45				
12:00 N			*12 o'clock Headlines*	
12:15 PM		*Steve Allen Show*	*For Your Information H. F. Keane*	
12:30			Premier Prod. Rumpus Room	
12:45				
1:00			Sterling Drug Okay Mother	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	*Scouting in Action*			
10:45	Gen. Shoe Acrobat Ranch			
11:00	*Ok - Kay* (Women's Program)	Internatl. Latex Fashion Magic		
11:15				
11:30	McKesson & Robbins A Date with Judy	Brown Shoe Smiling Ed McConnell (st. 8/11)		
11:45				
12:00 N	BT Babbitt Two Girls Named Smith			
12:15 PM		Natl. Dairy The Big Top		
12:30	Seaman Bros I Cover Times Sq. Maiden Form F. Baldwin (alt. wks.)			
12:45				
1:00	Northam Warren Corp. L. Day Show			
1:15				

DAYTI

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	Ralston Purina Co. Your Pe
4:45	Parade
5:00	
5:15	Canada Dry Bauer & Black Super Circus
5:30	
5:45 PM	

EVENING TIME — FOR JULY 1951

TUESDAY DuMONT	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY DuMONT	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY DuMONT	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC	
	Co-op Cactus Jim L				Co-op Cactus Jim L				Co-op Cactus Jim L		*It's Up To You*			6:00 PM
		Junior Edition				Kellogg Space Cdt. *Junior Edition*				Anthracite Int. Better Home Show	*Kid Gloves*		*Mr. Wizard* L	6:15 / 6:30
Gen. Foods Capt. Video	Co-op Ernie Kovacs Show L	Schenley Russells (to 7:05) *Laraine Day*		Gen. Foods Capt. Video	Co-op Ernie Kovacs Show L	*Club Seven* Pepsi-Cola Faye Emerson		Gen. Foods Capt. Video	Co-op Ernie Kovacs Show L	*Hollywood Theatre Time*	Lambert Pharmacal The Sammy Kaye Show		Kellogg Space Cadet L	6:45 / 7:00
	Co-op Man at the Keyboard L	Gen. Mills Lone Ranger			Co-op Man at the Keyboard L	Green Giant Co. Life with Linkletter	GM Olds News		Co-op Man at the Keyboard L	Gen. Mills Stu Erwin Show	Sylvania Beat The Clock			7:15 / 7:30
Stage Entrance	Camel News Caravan L		Fatima Stork Club	*Not For Publication*	Camel News Caravan L		Chesterfield Peggy Lee Mel Torme	*Washington Report*	Camel News Caravan L				TBA	7:45
	Motorola Pet Milk Norge Four Star Revue L	Admiral Stop The Music	Carnation Burns Allen (alt.) SC Johnson Starlight Theatre		DeSoto It Pays to Be Ignorant F	Ronson 20 Questions	Gen. Fds. Max H.Cof. TBA		Miles Labs. Quiz Kids L	Nash-Kelvinator Co. Whiteman TV Teen Club	Anheuser Busch Budweiser Summer Theatre			8:00 / 8:15
		Lorillard Stop The Music	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Bdw. to Hwood.	Borden T-Men in Action L	Best Foods Penthouse Party	R. J. Reynolds Man Against Crime	Skippy Peanut Butter You Asked For It	Gulf Oil The Clock L				Co-op Western Film	8:30 / 8:45
Down You Go	Kraft Fds, Kraft Television Theatre L	Packard Motors Holiday Hotel	Esso Your Esso Reporter Kroger C. Archer	Kaiser-Frazer Ellery Queen	Ford Ford Festival L	Schlitz Brewing Pulitzer Prize Playhouse	Schlitz Brewing Film Firsts	Co-op Hands of Destiny	Amer. Cig. The Door With No Name L		Pepsi-Cola Faye Emerson			9:00
Shadow of the Cloak		Gruen Blind Date	Lever Rinso Big Town	DuMont Labs DuMont Royal Playhouse					*Battle Report* F	*Girls' Baseball* (from Chicago)	American Safety Razor The Show Goes On		Co-op Mid-West Hayride	9:15 / 9:30
	Bristol-Myers Break the Bank L	US Army Roller Derby / Blatz Roller Derby	Philip Morris Racket Squad		Hazel Bishop Lipstick Freddy Martin L	*Marhsall Plan*	Gen. Mills Live Like a Millionaire (alt. wks.) C. Archer 10:05-10:30	Drug Store TV Prod. Cavalcade of Stars	Gillette Sports Film / Chesebrough Greatest Fights		Carter Songs for Sale	Co-op Wresting from Chicago Jack Brickhouse	Lehn & Fink Doodles Weaver L	9:45 / 10:00
	Armour Stars Over Hollywood F		Carter Prod. (alt. wks.) Crime Photographer			*Stud's Place*			*Nature of Things*		*Songs for Sale*		Amer. Tob. Man Hunt L	10:15 / 10:30
	TBA	Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L		*Stars Over Hollywood*		Anchor-Hocking Broadway Open House (to 12) L				Max Factor S. Graham E	10:45 / 11:00
														11:15 PM

DAYTIME

SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY DuMONT	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC
				Best Foods Hansen's Labs, P&G, Okr. Oats, Reynolds, Standard Brands The Garry Moore Show						
				P&G First 100 Years						
				Vanity Fair		Co.-P.-Peet Miss Susan L				
				Marlene's VanityFair* (Wed.)		*Vacation Wonderland* F				
				Interntnl. Latex Fashion Magic* (Tues.)		*America Speaks* F				*NBC Takes You to the Races* L
		TBA		Aluminum Cooking Utensil Homemakers Exchange		Co-op Strawhat Matinee L				Carling's Races L
		Quaker Oats Zoo Parade L		*The World Is Yours* (Color TV)						
Open Hearing		*Mrs. Roosevelt* L	*Lois & Looie*			Lever Hwkns. Falls L				
			Mary Hartline Show			TBA				
Lamp Unto My Feet		*Treasures of America* alt. with Hwd. Candy Hollywood Jr. Circus	*The Magic Screen*			Mars, C-P-P, Welch, Klg., Int. Shoe, Wander* Howdy Ddy. L				

Programs in italics, sustaining; Time, EDT. L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, noninterconnected stations.

ABC

7-7:05 PM, M, Tu., Schenley, Andy & Della Russell; F, Schenley, Cook's Champagne Party.

CBS

3:15-3:30 PM, T, Th., Bride & Groom; Th., Hudson Paper Co.

3:30-4 PM, M-W-F, All Around The Town, s.

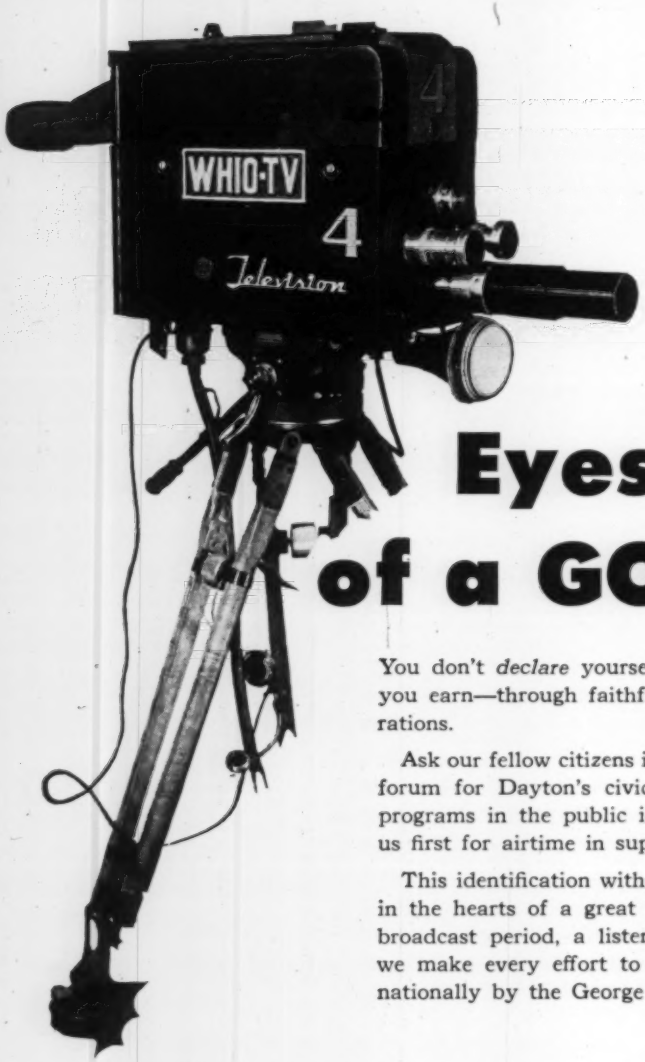
3:30-4 PM, Th., Meet Your Cover Girl, s.

NBC

5:30-6 PM M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

July 2, 1951 *Copyright 1951*



Eyes and Ears of a GOOD CITIZEN

You don't *declare* yourself a good citizen. That distinction is something you earn—through faithful service to your community's needs and aspirations.

Ask our fellow citizens in Dayton! WHIO-TV has become the recognized forum for Dayton's civic efforts. Dayton turns first to WHIO-TV for programs in the public interest—just as Dayton's civic leaders come to us first for airtime in support of their most important causes.

This identification with civic causes has won WHIO-TV a unique place in the hearts of a great community. It has established, throughout our broadcast period, a listening preference and an audience loyalty which we make every effort to continue to deserve. WHIO-TV is represented nationally by the George P. Hollingbery Co.

WHIO-TV

is currently supporting these worthy organizations

Armed Forces enlistment	Cancer Drive
U. S. Savings Bonds	Cerebral Palsy Campaign
Red Cross	Save-A-Life Campaign
Civil Defense	YMCA
Green Cross Safety Campaign	YWCA
Community Chest	Dayton Division of Health
Social Security	St. Joseph Orphanage
Montgomery Co. Ministerial Assn.	Boy Scouts
Dayton Council on World Affairs	Girl Scouts
U. S. Air Forces	Public School Activities
St. Elizabeth Hospital Fund	Paint-Up and Clean-Up Week

WHIO-TV also schedules regular public service features such as the weather and market reports; and scheduled public services included regularly in participating programs throughout the day.

CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

telestatus

Fourth Survey Released On 'Videotown'

(Report 170)

FOR the first time in four years of checking, sales of television sets in Videotown, undisclosed test community, have been lower in volume than for the corresponding period of the preceding year.

Fewer sets have been sold in Videotown thus far in 1951 than were sold during the same period in 1950.

This was revealed in a fourth annual survey by Cunningham & Walsh Inc., New York, of Videotown, a secret test community of 40,000 inhabitants.

The agency has used Videotown as a research lab to measure TV statistics since 1948. Using the same community year after year, Cunningham & Walsh feels that its reports offer a comparison of behavior patterns.

In Videotown, 50% of the families now have TV sets. During the year ending Dec. 31, 1950, ownership increased 11%. The agency attributes—partly, at least—the recent decline in set sales to the buying spree last fall.

C&W predicts, however, that set sales for the whole of 1951 will be lower than the 1950 figure. This is because (1) the second set market has not materialized; (2) sets are still too new to produce a large volume from the replacement market; (3) with half of Videotown's families now owning sets, interest in buying is diminishing.

Set ownership is highest in the middle income group, where 54% now have telesets. Buying is falling off in the upper income group—just not interested—and in the lower income group which often does not have sufficient cash for the increased down payment. It was indicated that most of the non-owners in the lower income group would like to buy a set when they can afford it.

Color television was not found to affect sales to any considerable degree. Only a handful gave that reason for not buying a set this year. It was pointed out, however, that color television might prove a stimulant to sales when it becomes popularly priced.

To C&W, the most important fact uncovered in its four years of studying the effects of TV on community life is the respect mothers have acquired for the television set.

Mothers feel that it is a deterrent to juvenile delinquency—"It keeps the kids off the streets"—and that it strengthens the family group—"It keeps my husband home at night."

As far as school homework is concerned, many mothers used televiewing as a reward for homework completed.

Another interesting value of TV, the survey points out, is that Videotown mothers are able to keep children off streets during polio season and resting on very hot afternoons.

G. W. Tasker, director of C&W research, emphasized these other aspects of the survey:

On the average week-day evening, 66% of the *new* owners watched television more than three hours.

In these *new-owner* homes, radio listening dropped 88%; among adults, visits with friends dropped 74%; evening entertainment in the home fell 87%; movie-going was off 77% as compared with movie attendance by these same persons before they acquired a teleset.

In the over-all picture, C&W found a slight downward trend in televiewing. Yet, the agency added, when persons do watch television, they spend more time at it now than formerly. Set-owning families are definitely engaging in fewer activities which take them out of their homes.

* * *

Heat Taking Viewer Toll On Early Shows—ARB

DAYTIME and early evening viewing was most affected by the summer weather during June 1-8, but most of the top network programs maintained relatively high ratings, American Research Bureau TV-Nationals indicated last week. Many programs presented after 9 p.m. showed relatively small rating losses.

Texaco Star Theatre continued to lead the top 10 ratings, closely

(Continued on page 70)

Weekly Television Summary—JULY 2, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	56,161
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	297,368
Binghamton	WNBF-TV	40,112
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	867,756
Buffalo	WBEN-TV	204,754
Charlotte	WBTV	79,948
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	930,399
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	477,196
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135
Erie	WICU	55,890
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	115,600
Greensboro	WFMY-TV	69,556
Houston	KPRC-TV	80,110
Huntington-Charleston	WSAZ-TV	46,100
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	
Kalamazoo Grand Rapids	WKZO-TV	87,275 133,122
Kansas City	WDAF-TV	121,832
Lancaster	WGAL-TV	97,105
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV KNBH KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	90,526
Memphis	WMCT	87,871
Miami	WTVJ	70,000
Milwaukee	WTMJ-TV	243,193
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Nashville	WSM-TV	31 471
New Haven	WNHC-TV	153,800
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	69,130
Oklahoma City	WKY-TV	87,636
Omaha	KMTV, WOW-TV	79,931
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,900
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	152,000
Richmond	WTVR	73,992
Rochester	WHAM-TV	83,077
Rock Island	WHBF-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	46,600
San Antonio	KEYL, WOAI-TV	47,354
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	196,449
Schenectady Albany-Troy	WRGB	157,500
Seattle	KING-TV	85,600
St. Louis	KSD-TV	293,000
Syracuse	WHEN, WSYR-TV	120,671
Toledo	WSPD-TV	125,000
Tulsa	KOTV	74,140
Utica-Rome	WKTV	43,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Wilmington	WDEL-TV	69,010

Total Markets on Air 63

Estimated Sets in Use 12,458,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station TV KRLD DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 117,068 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station

National Representatives THE BRANHAM COMPANY

XUM

Moves to Speed Thaw

(Continued from page 23)

mission order directing the station to show cause why its frequency should not be changed from Channel 4 to Channel 7 and requested a separate hearing as required by the Communication Act.

Leading off those supporting the Commission's allocation authority, FCC General Counsel Benedict P. Cottone emphasized the Commission's decision on this issue would affect the fundamental legality of comparable authority in virtually all other communication services.

Mr. Cottone argued FCC's basic authority is clearly and specifically spelled out in Sec. 303 of the Communications Act, where Congress has delegated the appropriate power to FCC, in these subsections, to:

(a) Classify radio stations;
(b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;
(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and time during which it may operate;
(d) Determine the location of classes of stations or individual stations;
(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;
(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act; PROVIDED HOWEVER, That changes in the frequencies, authorized power, or in the times of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity, or the provisions of this Act will be more fully complied with;
(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;
(h) Have authority to establish areas or zones to be served by any station;

* * *

(r) Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act, or any international radio or wire communications treaty or convention, or regulations annexed thereto, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party.

Mr. Cottone explained the only exception was detailed by Congress in Sec. 303 (f) where a hearing must be afforded an existing station whose operation would be changed.

The general "cover-all" provision cited by Mr. Cottone was Sec. 4 (i) of the statute:

The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

"We think that language is very plain," he stated.

To the FCBA argument applicants would be deprived a full and fair hearing under Sec. 309 (a) of the act if FCC were to fix by rules a pre-determined allocation plan, Mr. Cottone noted this issue has been upheld in favor of FCC by the courts in comparable cases. He said the courts "have consistently sustained the authority of the Commission to adopt general rules and regulations in connection with its licensing functions."

Hearing Right Issue

He said under the FCBA argument, an applicant for a broadcast station in the police frequencies could demand a hearing on his application, and if denied, appeal under Sec. 309 (a).

In his memorandum brief on this subject, Mr. Cottone indicated the FCBA contention respecting rights to hearing under Sec. 309 (a) would prevent the Commission "from adopting any general rules which define and declare elements of the public interest in advance of individual licensing proceedings" and "is, therefore, a contention not only unsupported by the provisions of the Communications Act but one squarely in the teeth of every judicial decision bearing upon the subject."

The brief continued:

It would necessarily follow from the contentions of petitioners that no rule or statement of policy which might be adopted by the Commission could foreclose an applicant from reopening the entire question in a hearing on its application.
This necessarily means that the Commission has no power at all to adopt any effective general policy, by rule or otherwise, to be applied in determining whether the public interest would be served by the grant or denial of an application.
Every one of the Commission's rules would be transformed into a mere advisory declaration. However, it has been consistently held that the Commission's Rules and Regulations are not merely tentative advisory pronouncements but have the force and effect of law.

Mr. Cottone explained that under FCC's proposal anyone wanting a channel not listed for his city in the allocation table may petition for a change in the rule to provide such a channel if available. If the petition is denied, he explained, the party has full judicial review provided under Sec. 402 (a) of the act.

The one-year limitation on filing of such petitions, he stated, is a "reasonable limitation" imposed by administrative necessity and which has been upheld in comparable circumstances by the courts in such decisions as the Ashbacker case.

Noting FCBA's chief objection to FCC's plan lies with Sec. 307 (b) of the act, Mr. Cottone argued there is nothing in this section which prohibits the rules proposed.

There would have to be "pretty explicit language" in Sec. 307 (b), he said, to defeat the specific authority granted in Sec. 303 cited above.

Sec. 307 (b) provides:

In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.

Mr. Cottone charged he could "advance more arguments" why rule-making will provide a more equitable allocation than not. Small cities would never get a chance to have a TV outlet if channels were not allocated, he pointed out, because big city money and know-how would beat them to the draw.

His brief on this point explained FCBA is correct that a specific assignment cannot be made without a proper application being filed for such an assignment, "but it is completely without foundation to state that Sec. 307 (b) prohibits the exercise of such rule making authority pursuant to Secs. 303 (d) and (f) of the Act, and requires the location of stations in any service to be determined solely on a case-to-case basis upon the consideration of individual applications."

Mr. Cottone argued the legislative history of the statute supports FCC's position fully, and noted his brief contained considerable detail on this subject.

FCC authority to reserve channels for noncommercial educational stations "is the same" as FCC's authority to specify special types of stations contained in Sec. 303, he contended.

Respecting the controversy over Sec. 307 (c) of the act as it relates to educational reservation, Mr. Cottone held there is nothing in legislative history indicating FCC does not have authority to reserve or allocate educational facilities. He said through Sec. 307 (c) Congress only wanted to determine whether it should by statute either direct FCC to fix educational reservations or make such reservation itself.

JCET Support

Brig. Gen. Telford Taylor, in behalf of the Joint Committee on Educational Television, also argued in detail that Sec. 307 (c) did not withdraw from the Commission any power to make reservations for education. He affirmed Mr. Cottone's view that the section only asked FCC's advice on whether to make such reservation by statute. He also held the legislative history upholds this view.

As directed by Sec. 307 (c), FCC in 1935 told Congress in a special report that no such statute was needed at the time.

Gen. Taylor's memorandum brief gave further details on the legislative history of Sec. 307 (c) and answered the opposition of WKMH, Dearborn, Mich., on these issues. He charged WKMH was "obliged to mis-describe" that statute in its petition in order to make its point.

Gen. Taylor emphasized that the educational reservation and fixed allocation issues are one and the same, holding the terms "reservation" and "allocation" are interchangeable as in other services.

Gen. Taylor contended the basic question is whether FCC will keep on exercising the same authority it has been exercising since 1927.

Symour Krieger, JCET associate counsel, detailed how the issue of allocation legality would affect the entire communication regulatory field and noted fixed facilities for education were first established by rule, without opposition, as early as 1938.

Henry G. Fischer, arguing for the Board of Regents of the U. of New York State, which has proposed a state-wide educational TV network, supported fully FCC's position on allocation and reservation. He offered a detailed brief in support of this view, pointing out no new questions were being considered which had not already been settled through 15 years of FCC administration and sustained in court.

Richard S. Salant, appearing for CBS, held FCC has full legal authority for its proposals. He contended there is no legal difference between allocation and reservation.

Although there are some fea-

DUMONT REQUEST

Wants Early FCC Hearing

REQUEST for an appearance in open hearing at the earliest possible moment was made Thursday to the FCC by Allen B. DuMont Labs, which is advocating a plan of TV channel allocations widely variant from that proposed by the FCC. Hearings on video allocations are scheduled to begin July 23 in Washington.

The DuMont request was contained in a telegram sent to T. J. Slowie, FCC secretary, by William A. Roberts, DuMont counsel, reading:

Regarding proposed hearing under Section 13 (A) of third notice of proposed rule making, Docket No. 8736 et al., DuMont advises that it desires to appear for the purpose of giving evidence regarding the Commission's proposals in Appendices C and D and in support of its comments filed thereon, in open hearing at such time and place as the Commission may designate. Inasmuch as DuMont's presentation and proposals related to the allocation plan for the entire United States and adjacent foreign territory we request that if practicable we be assigned for appearance at the earliest possible date in the proposed hearing. It is our understanding that the Commission's amended notice now assigns this hearing for July [23], 1951. We do not consider that our evidence could be presented otherwise than in open hearing.

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tures CBS "feels unwise," he said, CBS "tries to distinguish between what we don't like and what we believe is illegal."

Effects Described

Alternatives to a fixed plan were held "terrible to contemplate" by Mr. Salant. He thought adding the issue of which city merited the allocation of a channel to the normal issues of a comparative hearing would multiply the complexity of the case innumerable times.

If FCC were to junk its fixed plan and proceed on a strictly application basis, Mr. Salant said CBS' "proposal C" to get a channel at Chicago would create a chain-reaction hearing involving city after city ranging from Norfolk, Va., to Grand Forks, N. D. He termed this illustration an "extremely limited example."

Comr. Robert F. Jones questioned Mr. Salant at length on what happens to applicants for channels not listed in the fixed table once it is set by the Commission. The attorney replied in substance all potential applicants are having their hearing and due process "now" on such issue, in the oral argument and in the forthcoming city-by-city hearing. It also was noted the right to appeal is provided after the table is made final.

George O. Sutton, appearing for several existing TV stations and other applicants, said all of his clients support FCC's authority to make a firm allocation but he would not comment on the educational issue.

"Neither do we question the authority of the Commission to make such reservation," he said.

Mr. Sutton informed FCC none of the existing TV stations he represents, whose frequencies the Commission proposes to change, oppose the switch. These are WDEL-TV Wilmington, WBRC-TV Birmingham and WGAL-TV Lancaster, Pa. He also appeared for WFBG Altoona, Pa.; KOKX Keokuk, Iowa; KQV Pittsburgh; KOAM Pittsburg, Kan.; KFVS Cape Girardeau, Mo.; WDBO Orlando, Fla.; WKRG Mobile, Ala.; WLVA Lynchburg, Va., and KFRU Columbia, Mo.

James A. McKenna Jr., appearing for ABC, stated the network supports FCC's allocation authority and believes exceedingly complex hearings would ensue if a fixed plan is not adopted.

Similarly pointing out the long pent-up demand which will be unleashed in a flood of new applications upon lifting of the freeze, Vernon L. Wilkinson told FCC that "to cut the Gordian knot there must be an allocation." He appeared in support of FCC's position in behalf of WBRK Pittsfield, Mass.; WFTL Ft. Lauderdale, Fla., and KING-TV Seattle.

Other attorneys concurring in support of the FCC plan included Abe Stein, for WTTV Bloomington, Ind.; Maurice R. Barnes, for Michigan State College; and Ernest W. Jennes, for Lowell Cooperative Broadcasting Council.

William A. Porter, president of FCBA, opened the afternoon session in opposition to FCC's allocation plan by rule. He held it is "absurd" to challenge FCC's general powers of allocation and rule making but the bar group does oppose a table of fixed allocation by rule.

He saw court litigation on a fixed plan by rule delaying TV service to the whole country.

FCBA does not oppose an allocation plan, Mr. Porter reminded. In fact, he said, "we urge that one be adopted." Such a plan must not be by rule, however, he said.

'Discretion' Hit

When a plan is fixed by rule, Mr. Porter indicated, FCC at its own discretion can decide who may have a hearing on a request to allocate a channel not listed in the table. Such discretion is unlawful, he indicated, since all applicants must be afforded hearing.

As an example of such discretion being used against an applicant, he cited the Yankee Network effort to acquire Channel 10 at Bridgeport and to be included in the Hartford-New Britain comparative proceeding.

The FCBA president noted the FM allocation is only a tentative plan and has been changed every now and then to meet a particular change of need. Chairman Coy noted FCC has been issuing notices of proposed rule changes in FM during the past three years, however.

"If that same liberality could be applied to the television allocation," Mr. Porter stated, "there would be much less trouble with it."

In answer to Comr. E. M. Webster, Mr. Porter thought the FM allocation would be "illegal" if finally fixed by rules.

"Our position is not one of obstruction," Mr. Porter advised the Commission, noting, "We have been accused of that." He explained FCBA feared further delays otherwise, hence spoke out.

To Chairman Coy's inquiry respecting "intimidation," Mr. Porter replied there "absolutely" was no intimidation involved, FCBA merely "fearing possible upset later."

"We couldn't intimidate you if we wanted to," Mr. Porter commented.

"I quite agree with that," Chairman Coy retorted.

"We are officers of your court," Mr. Porter told the chairman, explaining it was for this reason FCBA felt it should advise FCC on the legality problem.

The FCBA spokesman explained the "general language" of Sec. 303 of the act "is modified by the specific language of later sections," namely Sec. 307 (b), (c) and 309 (a).

Referring to FCBA's views on shortcutting the further procedure to expedite a lifting of the freeze, Mr. Porter said, "I think you should have hearings on applications now. Take out one step." This step to be omitted is the city-by-city hearing, he indicated.

To Chairman Coy's inquiry whether FCC should "take a long term lease on the Chicago stadium" in order to hold comparative hearings on applications, Mr. Porter replied, "I don't think it will be necessary. Not based on applications."

He explained he did not feel all who filed comments would come forth with firm applications because of the cost of TV and other considerations. So many comments were filed, he indicated, because all parties felt that under FCC's proposal this was the "last chance" to get into TV. Such would not be the effect under FCBA's proposal, he argued.

Chairman Coy indicated perhaps three times as many applications may be filed as there were comments. Initial comments totaled about 700, and replies about 300.

"You're really a pessimist on this, aren't you?" Chairman Coy asked Mr. Porter.

"No, I'm not," was the reply, as Mr. Porter stressed the high cost of application hearings in TV itself "will separate a lot of wind from the substance." He emphasized he believed the so-called "chain-reaction" problem of comparative hearings would therefore wash out.

Chairman Coy suggested FCBA might be more concerned over channel scarcity than the law involved, but Mr. Porter disagreed, stating again the fear of a law suit which would tie up the entire country.

"You've mentioned that before, Mr. Porter," Chairman Coy interjected sharply.

"We see a threatened case of controversy here," Mr. Porter continued, which can delay television for a "very long time."

No Education Comment

When asked about the educational reservation issue, Mr. Porter stated he was not authorized by FCBA to comment, but personally felt the "asterisk" (reservation) could remain on the channels now so tagged, but would be open on "equal basis" to all applicants.

"Now that would really be ducky, wouldn't it," Chairman Coy tartly observed, further commenting FCC really would be showing "good faith" to educators by such policy.

Mr. Porter explained he thought educators should have facilities but they should be on "equal basis" with all other applicants.

"You feel that is real generous," Chairman Coy suggested.

Mr. Porter replied he did not think FCC had the right to reserve channels.

To Comr. Webster's inquiry whether the FCBA view on allocation legality would apply to all other services equally, Mr. Porter replied, "I think so."

Comr. George E. Sterling asked if an applicant could take the allocation-by-rule plan to court when he had not proven a "flexibility" channel could not fill his need. Mr. Porter answered he felt an applicant has the right to apply for a "specific channel" and may appeal if denied that facility.

W. Theodore Pierson, appearing for several applicants, stated his clients opposed both the allocation and reservation proposals, although not all of them "oppose or have

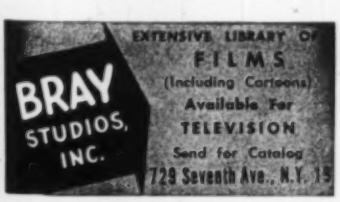
(Continued on page 88)

Film Report . . .

FILM PRODUCERS are showing increasing originality in subject matter and treatment of films for television.

There were reports last week of a new production planned by **FRANKLIN Television Productions**, Hollywood, to be made in Hawaii. It is to be based on *The Lord's Annointed*, a "Book-of-the-Month" a few years ago which "tells the real story of the tragedy of Hawaii when many foreign countries tried to take the Islands from the Hawaiians." According to Manager **John Jay Franklin**, it is the first in a half-hour series of 52 great novels produced especially for TV. . . . **Franklin** also has completed *Dr. Jekyl and Mr. Hyde*, first in a series of five- and seven-minute classics which will be billed as *Franklin's Drama Highlights*. . . . The firm also has filmed an authentic Hawaiian musical featuring **Alfred Apacka**, Decca recording artist, to be released in a series of 15- and 30-minute productions.

A new documentary series, *World Report*, filmed by **Clete Roberts** for **INS-TELENEWS**, New York, is now available. First films are based on the Far East, with Middle Eastern and European locales now being shot. The quarter-hour, five-a-week news feature films are "treated with the kind of dramatic documentary techniques that made the 'March of Time' newsreel so famous in the theatrical field." . . . **INS** also announced that its weekly sports review, *This Week in Sports*, has been purchased by **Jax** beer for showing on WKY-TV Oklahoma City and WOAI-TV San Antonio, Tex.



Telestatus

(Continued from page 67)

followed by the *Comedy Hour*, starring Dean Martin and Jerry Lewis. ARB-TV Nationals are issued monthly based on a probability sample of 2,200 TV homes representing all video urban and rural areas. The ratings follow:

RANKING BY PROGRAM CITY RATING

1. Star Theatre	55.6
2. Comedy Hour	43.2
3. Talent Scouts	43.1
4. Your Show of Shows	42.6
5. Godfrey and Friends	39.2
6. Wayne King	37.8
7. Philco TV Playhouse	37.7
8. Fireside Theatre	37.1
9. Groucho Marx	36.8
10. Private Eye	35.2

RANKING BY HOMES REACHED

	(Add 000)
1. Star Theatre	7,170
2. Your Show of Shows	5,450
3. Comedy Hour	5,370
4. Godfrey and Friends	4,670
5. Philco TV Playhouse	4,640
6. Groucho Marx	4,640
7. Fireside Theatre	4,550
8. Private Eye	4,430
9. Studio One	4,280
10. Original Amateur Hour	4,170

* * *

New KTSL Rate Card, No. 5, Effective July 15

KTSL (TV) Hollywood, owned and operated by CBS, has issued Rate Card No. 5, effective July 15, which increases Class A time in the one-hour classification from $900 to $1,200. Class B rate is being increased from $675 to $900 and Class C rate from $360 to $480, with corresponding increases for program periods of less than one hour.

* * *

Latest Hooperatings Show Berle Tops

MILTON BERLE'S *Texaco Star Theatre* led the TV "Hooperatings Pocketpiece" for the first two weeks in June, with a 44.5.

The first 10 sponsored network programs were:

1. Texaco Star Theatre—Milton Berle	44.5
2. Fireside Theatre	35.4
3. Comedy Hour—Martin & Lewis 6/3 only	33.8
4. Godfrey's Talent Scouts	33.6
5. Mama	27.5
6. Philco TV Playhouse	27.2
7. Studio One	27.1
8. Original Amateur Hour	26.6
9. Kraft TV Theatre	26.6
10. Godfrey & Friends Special Event	26.4
President Truman's Speech 6/14	39.5

Effect on Adolescents Surveyed by USC

EFFECTS of television on adolescents' home life and family relationships are covered in a one year survey made at U. of Southern California School of Education by Linden G. Leavitt Jr., radio-television instructor of Pasadena City College.

Encompassing 322 boys and girls from six junior high schools the survey shows that 30% like their homes more because of television. Only 7 out of the 322 reported video has been a bad influence in their home. Some 75% said they stay home more now because of video and 22% admitted enjoying company of their parents more since the family acquired a set.

From the parental side, 85% stated their parents gave them the same amount of attention they received prior to television, but 5% reported receiving less attention. There has been no change in the way members of the family treat each other was the opinion of 65%. It was the belief of 15% that the family seemed to get along better since they got TV.

* * *

Berle Tops Ratings In Trendex Report

TOP 10 TV shows was headed by *Texaco Star Theater* according to Trendex Ratings covering interconnected network programs in 20 cities for the week of June 1-7. Survey lists the top 10 as follows:

Star Theatre—Berle	49.1	NBC
Godfrey's Talent Scouts	42.2	CBS
Comedy Hour	39.3	NBC
Fireside Theatre	37.7	NBC
Your Show of Shows	36.4	NBC
TV Playhouse	35.7	NBC
Godfrey 'n Friends	32.8	CBS
Your Hit Parade	31.3	NBC
What's My Line?	30.5	CBS
Martin Kane, Private Eye	28.2	NBC

NOTE: The above figures are based on the one live broadcast of the program during June 1-7.

* * *

Tele-Que Reports On L. A. Televiewing

FAVORITE television program in the Los Angeles area for the second consecutive month was *Spade Cooley*, according to the June Tele-Que survey released by Coffin, Cooper & Clay Inc., Los Angeles.

Taking the next nine places in popularity among evening shows were *Milton Berle*, KTLA Thursday Wrestling, *Bandstand Revue*, KTLA Movies, *Ina Ray Hutton* show, *The Lone Ranger*, *Harry Owens* show and *You Bet Your Life* tieing for seventh place; KLAC-TV Friday Wrestling, *Wild Bill Hickok*, *The Ruggles*.

Rated as top daytime show was *Flash Gordon*. *Time for Beany* was named favorite among multi-weekly shows.

* * *

Sets-in-Use Drop Shown by Trendex

COMPARISON of evening TV sets-in-use for network viewing covering the months of June and February 1951 indicate a drop of 9.7 in June, according to Trendex survey. Individual evening comparisons are as follows:

	February	June	
Sunday	59.6	48.2	—11.4
Monday	60.8	56.2	—4.6
Tuesday	61.9	56.7	—5.2
Wednesday	60.7	50.5	—10.2
Thursday	59.5	49.7	—9.8
Friday	58.7	45.9	—12.2
Saturday	58.0	43.6	—14.4

NBC-TV CHANGES
In Production Services

REALIGNMENT of operating functions and personnel in NBC television production services, reporting to Fred Shawn, director, was announced last week by Lyman Munson, television operations director.

Formation of two sections, production operations division, under James Kovach; and staging services division, under Benjamin L. Webster, was announced. Each will report to Mr. Shawn.

Mr. Munson also announced appointment of Robert J. Wade, production services manager, as executive coordinator of production development for the production services department. Mr. Wade, he said, will concentrate on "developmental activities in all staging production areas, with emphasis on new techniques and on color. . . ."

Reporting to Mr. Kovach will be Ernest V. Theiss, broadcast operations supervisor; Stanley Parlan, broadcast film supervisor; William Ervin, studio operations supervisor; Hugh Graham, production coordinators' chief coordinator.

Robert Brunton, who will report to Mr. Webster, has been appointed supervisor of staging services' stage special effects. Also under Mr. Webster's direction will be M. M. Elwell, art director in charge of design, and Walter Giebelhaus, scenic production supervisor.

Seeks UHF Tests

CONESTOGA TELEVISION Assn., Lancaster, Pa., has filed anew with FCC for authority to conduct UHF propagation tests in the 590-610 mc band. The group earlier this year was denied further extension of UHF test authority on the grounds that rebroadcasting of Philadelphia TV programs did not constitute proper experimental work [BROADCASTING • TELECASTING, Feb. 12].

Footballcasts

(Continued from page 25)

York and Boston. Night game impact would be studied at Boston College and Syracuse U., perhaps including high schools.

Careful promotion studies would be conducted since it was pointed out many observers believe the extent of impact on attendance depends primarily on the skill and weight of promotion. Attention was directed to NARTB and Radio-Television Mfrs. Assn. cooperation with organized baseball. Good promotion can cancel out the loss from home viewing by widening the group of fans interested in the game, it was stated.

In baseball, total radio-TV rights fees nearly equal the entire gate receipts of the National League in 1940, baseball's biggest pre-war year.

The Ayer study warned that college football, like baseball, faces difficult problems this year especially in view of the loss in enrollment.

A rights fee of twice-the-hourly-station-rate-per-game is proposed, based on Ayer's experience. Hourly rate for eight games on 107 TV stations is about $500,000, with rights fees totaling about a million dollars, under this formula. Bowl games and similar classics would not be included in this figure. With the number of stations expected to multiply rapidly following the lifting of the freeze, the formula could bring in several million dollars a year. Open competitive bidding is favored because it avoids restraint of trade and allows ample room for careful research.

Bonafide Cancels

BECAUSE of CBS-TV's no-hiatus policy, Bonafide Mills Inc. (floor coverings), New York, is cancelling its *Bonny Maid Versatile Varieties* (CBS-TV, Sunday, 11:30 a.m.-12 noon) for this summer. Since the show's talent consists of children amateurs, most of whom are away at camp during the summer, Gibraltar Adv., New York, agency for Bonafide, said the move was necessary. Agency said the show will return to the air in September, on a network and at a time to be set.

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10th Commercial Year

(Continued from page 54)

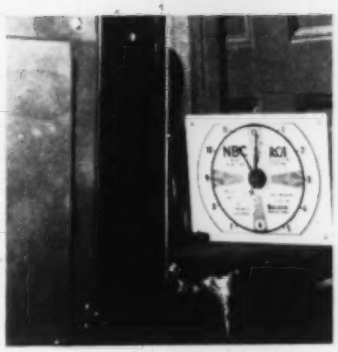
special receiving array at the WRGB transmitter site in the Helderberg Mountains. But WRGB did not begin charging for its own time until Dec. 1, 1947. WBKB (TV) Chicago, which began telecasting programs in March 1941 and received its commercial license in October 1942, did not go commercial until 1945. KTSL (TV) Los Angeles, which as W6XAO began electronic TV operations in December 1931, delayed the start of its commercial career until May 6, 1948, when it telecast a kinescope recording of the Old Gold *Original Amateur Hour*.

Study Medium

These bare dates alone, however, do not give any thing like a complete account of pictorial advertising on the air, even in the prewar period of video infancy. As soon as the television experimenters put recognizable images on the air advertisers began to study this new means of communication, which even then they saw as a potentially powerful advertising medium. Industrial films, made for showing in schools, factories, clubs and dealer meetings, were freely offered to the pioneer telecasters, who were glad to receive this ready made program material to augment their meagre supply of video entertainment.

Other advertisers adapted their radio programs, however ineptly, for sight as well as sound broadcasting. A few even developed special programs for video presentation, paying the program costs while the stations contributed their facilities without charge in a mutual campaign of advertising experimentation. NBC's W2XBS, in the 12 months following its inauguration of regular programming on April 30, 1939, telecast experimental commercial programs in cooperation with 73 individual advertisers whose TV-promoted items ranged from disinfectants to steamship cruises.

In the fall of 1941, WPTZ's telecasts of the U. of Pennsylvania football games, which had started the previous year, acquired a sponsor, Atlantic Refining Co., which has continued its sponsorship of the Penn grid games on WPTZ each fall since then. But although WPTZ had a rate card in 1941, its arrangement with Atlantic was for the oil company to pay for the announcers, spotters and incidental program expense, while the station contributed the facilities and technical personnel necessary to transmit the football pictures from the gridiron to the Philadelphia viewing public. It was not until 1946 that a straight time charge was instituted for these telecasts.



Television's first commercial, a one-minute spot at 2:30 p.m. on July 1, 1941, not only presented the name of the sponsor (Bulova) but also that of the station (WNBT (TV) New York) and the manufacturer of the transmitting equipment (RCA), as well as the date, weather and time of the next program. Picture shows final commercial of the first day of TV commercial operation duplicating the time signal which had opened that day's broadcasting.

* * *

DuMont Offers

Early in 1943 DuMont offered advertisers and agencies the use of W2XWV (now WABD) without charge as a laboratory for experimentation in video advertising techniques. First to accept was Benton & Bowles, which put on a series of ten-minute dramatic sketches for Post Tens, a General Foods assortment of breakfast cereals. Another of these early quasi-commercial telecasts on the DuMont station was a Chesterfield program featuring Fred Waring and his vocal ensemble; AFM would not permit instrumental musicians to perform before the TV cameras at that time.

As the war neared its climax, TV programming schedules were expanded and advertisers began to prepare for full-fledged video activity in the postwar era. NBC launched an extensive schedule of sports telecasts, installing sets in service hospitals to bring these programs to invalided fighting men. These sports shows, many of them paid for by Gillette which in the fall of 1944 began its regular weekly sponsorship of boxing matches from Madison Square Garden, were broadcast in a three-city hookup. WPTZ, which became the first regularly affiliated station of the NBC-TV Network, aired them in Philadelphia, and WRGB in Schenetady, as well as WNBT in New York.

Television's postwar expansion, from seven to 107 stations, from a few thousand receivers to well over 12 million, from a handful of sponsors to thousands of regular video clients, needs no recounting here. Its commercial growth can be epitomized best, perhaps, by a comparison of WNBT's Rate Card No. 1, with a base rate of $120 per evening hour and nighttime one-minute announcements at $8 each, and that station's current rate card (No. 9), which calls for $3,250 per evening hour and quotes 20-second announcements at $675 apiece.

TV Benefits Children

(Continued from page 56)

shows have lost "a sizable proportion of their after-dark audiences," but that radio's local business is holding up.

The *Times* also found that night clubs, bars, and restaurants have experienced a general decline in business; civic and community meeting schedules have been revised to avoid TV competition; bus, trolley and taxicab firms report a stay-at-home trend which is slowing their business.

"Conversely, retail clothing stores report increased sale of lounging apparel for use in the home, particularly women's robes and 'TV slacks,'" the newspaper asserted. "Furniture manufacturers also say they have benefited from the 'back-to-home' movement as viewers decided to 'dress up the living room.'"

While the *Times* found network radio suffering from TV competition, it also found that "local business of radio stations continues at a good level all over the country.

"Few individual stations have cut rates for programs originating in their own studios, and several have announced increases. Daytime shows, which on the radio can be enjoyed without neglecting work or household chores, still have a strong following. Straight musical presentations, both popular and classical, and news programs—the two fields in which television is weakest—are growing in acceptance.

The extent of the decline in network radio bears an almost direct relationship to the rise of video."

To show "the deterioration of the network radio situation in New York," the *Times* cited a tabulation by C. E. Hooper Inc. comparing ratings of major network shows among New York listeners during late winter and early spring of 1948 and 1951, as follows:

PROGRAM	1948 Rating	1951 Rating
Jack Benny	26.5	4.8
Amos 'n' Andy	13.6	5.9
Arthur Godfrey's Talent Scouts	20.3	5.9
Radio Theatre	25.3	8.4
My Friend Irma	18.8	6.6
Bob Hope	16.0	3.2
Fibber McGee & Molly	17.2	5.0
Big Town	12.7	2.2
Groucho Marx	12.0	5.0
Bing Crosby	18.0	3.8

The *Times* reported that "several broadcasters expressed the view that while radio and TV were now compared economically, the growing disparity in rates would soon make radio virtually a 'new low-priced medium' that could stand on its own."

The trend toward lower-priced radio programs was noted, along with the radio networks' reductions in time charges effective yesterday (Sunday).

In Cleveland it was reported the "asking price for one large station has skidded from $3,000,000 to $1,250,000 in a year."

Movie attendance was cited as an illustration of "what happens when the screen lights up in the home and the public curtails its spending. The *Times* reported:

"Attendance at theatres has dropped 20 to 40% since the introduction of television. . . . Many film distributors believe the national decline is roughly 35%.

"In contrast, representative cities that do not have television report business is holding up well and attribute at most a 10% decline to the higher cost of living."

In contrast to the number of theatre-closings, the *Times* notes, have been the approximately 800 new drive-in theatres which were opened during the past year. At drive-ins,

(Continued on page 72)

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

• ENGLISH
• JEWISH
• ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

FRIENDS

"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

TV Benefits Children

(Continued from page 71)

it is pointed out, "customers can avoid parking charges, baby-sitter fees, and traffic congestion, and can dress as they please."

The *Times* study found that "isolated and highly tentative reports . . . give the first hints that veteran video viewers are beginning to resume the movie-going habit after a steady dose of TV."

Referring to experiments in theatre television, Mr. Gould says that "by fall perhaps more than 100 houses will have theatre TV equipment and will be in a position to outbid an advertising sponsor on home video."

"But," he said, "overshadowing all other considerations in the relationship between television and the motion-picture world is the fact that television is still only in its relatively early stages of development."

The *Times* found sports especially concerned about the effects of TV. In the case of high schools particularly it was found "loss of revenue from football and basketball is jeopardizing other sports and such extra-curricular activities as dramatic clubs, school newspapers, and student bands." From a collegiate standpoint, it was pointed out, 24 institutions have abandoned football since TV came in.

Yet on a national basis, the *Times* reported, TV's effect on sports "does not follow a consistent pattern, and varies widely in different locations."

The roundup found that "the surest guarantee of immunity from the inroads of TV is what always has been the basic test for success in sports—a winning team or a championship participant."

For instance, it was pointed out that the New York Yankees, Brooklyn Dodgers, and New York Giants baseball teams "are drawing large or sell-out crowds" for their top games, "and sale of the TV rights is just that much added revenue."

Minor league, high school, semi-pro, and neighborhood events are suffering from top collegiate and professional telecasts, the newspaper reported, because "with big games on TV, people won't go to little games."

Book-reading in general, the study revealed, "has withstood the onslaught of television and the printed word at present is not seriously endangered . . ."

Mr. Gould reported that "sale of books to adults has fallen off in most cities, but public libraries in the main report an upward trend in the lending of books." Mr. Gould continued:

"A major surprise in the reports on the nation's reading habits . . . is a refutation of the persistent assumption that the young books reader would be lost to television. An overwhelming majority of public libraries reported that children, once they were accustomed to having TV, actually were reading more books, not fewer."

TV and the inflationary spiral's effect on magazine reading brought a divided answer, and in the case of newspapers it was reported that circulation "has been sustained or even increased in television cities, but distributors said that early editions of morning papers and the very late editions of afternoon newspapers were affected in some communities."

For the 'Record'

FIRST two of *The New York Times* seven articles, written by Jack Gould, on the effect of television on American life were re-printed in the Tuesday *Congressional Record*. Sen. William Benton (D-Conn.), who was responsible for the insertions, said the Public Printer informed him the cost of printing the articles in the *Record* was $266.50. The Senator also noted that Mr. Gould's reference to him and to Sen. Everett Dirksen (R-Ill.) as "favoring telecasts of Congress because they would prove an educational force in demonstrating the workings of a democracy" was not quite accurate as he has not made up his mind whether such procedure "would not actually reduce the efficiency of the Congress."

KSWM
JOPLIN, MO.

REACHES 446,600 PERSONS WHO SPEND.. $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service. KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

POLITICAL MUST

'Times' Reports Truman's Views On Video

PRESIDENT TRUMAN considers television an essential in modern politics, *The New York Times* reported last week as part of its study of TV's effects on "major segments of American life" (see story page 56).

New York Gov. Thomas E. Dewey, titular head of the Republican Party, shares this view, but they both take a dim view of telecasting Congressional investigations, the *Times* asserted.

The *Times* quoted a White House spokesman as saying:

"In general it is pretty obvious that the President thinks highly of television. He insists on full use of it in all of his major speeches.

"The President has real misgivings, however, about the use of television at hearings because of the tendency to make Roman holidays of them.

"One day he observed that one of the major factors in the weakening of the governments of Athens and of other democratic Greek states was the adoption of trial by mass jury. In that way emotions sway over reason. Socrates was tried in that way and the result was most unfair.

"On this the President is most seriously concerned. The trouble with television hearings, he said, is that a man is held before cameras and 40 million people more or less hear him charged with so-and-so, and the public, untrained generally with evaluating the presentation of evidence, is inclined to think him guiltv just because he is charged.

"Then the pressure begins mounting on the committee and the result can be that the witness is pushed around. It is the very negation of judicial process, with the committee acting as prosecutor and defense, and the public acting as the jury."

On the same subject, Gov. Dewey was quoted, in part:

"Politically, television is an X-ray. If a man doesn't know the business of government, he cannot long stand its piercing lights and stark realism. It should make a constructive advance in political campaigning. . . .

"The use of television and radio to broadcast testimony of witnesses is of very doubtful legitimacy. To use the power of government to subpena individuals, put them under the piercing glare of klieg lights and question them smacks too much of the Russian method to fit in with our institutions and respect for the dignity of the judicial process and the rights of individuals."

CBS-FORDHAM

Symposium Starts July 5

COURSES of the CBS-Fordham U. Summer Institute of Professional Television and Radio, to be held July 5-Aug. 14, will cover television production, radio-TV acting, radio-TV station operation and management, radio direction and production, radio-TV dramatic script-writing, and a "symposium of professional radio and television," William A. Coleman, Fordham radio-television division chairman, announced last week.

All courses will be accredited and come under the "G.I. Bill" educational provisions, which expire July 25 for veterans not enrolled in some school by that date, it was announced.

CBS television and radio studios, equipment and professional staffs will be available, the announcement said. Television production will be taught by CBS-TV directors John Peyser, Paul Nickell, Dick Linkroum and Len Valenta, with staff specialists to lecture on lighting, visual effects, cameras, make-up and other phases.

Joseph Scibetta of Young & Rubicam will conduct radio direction and production courses, while dramatic script-writing will be the subject of lectures by Richard McDonagh of J. Walter Thompson Co.; Wyllis Cooper, writer-director, and Maeve Southgate, TV writers' agent and representative.

Symposium speakers will include Jack Gould, *New York Times* radio-TV editor; Burke Crotty, ABC-TV executive producer; Joseph A. Moran, Young & Rubicam vice president; Louis G. Cowan, producer, and John Daly, Overseas Press Club president.

SWG Cautions Members

DISCIPLINARY Committee of Screen Writers Guild has cautioned members not to accept less than the SWG minimum of $500 for two weeks' work on television writing assignments. Minimum had been $375 until recently when the rate was raised. With two members having been fined $100 each for working for less than minimum, SWG is now stressing the fact that future violators may be given stiffer fines.

National Features
NF
PEORIA ILLINOIS
Edgar L. Bill
Merle V. Watson
Julian Mantell, Sales Manager
★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM & TV Stations and Newspapers from coast to coast, than any similar company.

BROADCAST data is studied at NARTSR Spot Radio Clinic Luncheon at New York's Biltmore Hotel June 19 by (l to r): Barry Keit, Headley-Reed; James LeBaron, Ra-Tel Representatives; Jerry C. Lyons, Weed & Co.; Mrs. Jane Wallace, adv. dir., textile division, and Edward Loewenton, in charge radio-TV, Celanese Corp. of America, guests; James Turck, Weed.

FOR HELPING disabled and hospitalized veterans, WJBK-AM-TV Detroit receives bronze plaque from Disabled American Veterans. Richard E. Jones (l), v. p. and gen. mgr., accepts honor from DAV Commander Boniface Maile.

BLINDNESS handicap is overcome by Jack Stovall of West Point, Miss., who conducts daily radio show, *Jack's Record Rack*, on WROB that city. He charts from memory entire program that is sponsored by local merchants. With him is faithful dog "Mickey."

OUT WEST are (l to r) Hugh B. Terry, KLZ Denver v. p. and gen. mgr., Bill Ryan, BAB president, and Robert J. McAndrews, managing dir., So. Calif. Broadcasters. Trio attended annual convention of the Adv. Assn. of the West where Mr. Ryan spoke.

CANADIAN Assn. of Broadcasters' Board Chairman Malcolm Neill (l), CFNB Fredericton, hands silver tray at Toronto June 20 meeting to William Guild, CJOC Lethbridge, for services as CAB board chairman for two years.

GOLD plated microphone trophies for outstanding performance in radio-TV coverage during 1950 given by Radio News Club of So. Calif. L to r: Top row, George Martin Jr. and Ray Goldman, KTTV (TV), news writing; Dave Anderson, NBC Hollywood newscaster and club president, who presented awards; Clete Roberts, KLAC-TV, news presentation; Klaus Landsberg, KTLA gen. mgr., station on-the-spot coverage of special event; bottom row, Sam Balter, KLAC-TV, all-around sports program; Jack Beck, CBS Pacific news director, news bureau coverage; Nat Kaplan, ABC, news writing; Elmer Peterson, NBC, news commentary.

WORD SWITCH

Move to 910 kc Proposed

SWITCH from 1400 kc to 910 kc and power increase from 250 w to 1 kw directional for WORD Spartanburg, S. C., were favored in an initial decision issued by FCC Hearing Examiner Elizabeth C. Smith last week. WORD would continue fulltime operation.

In favoring WORD's application for the change, the initial decision asserted the proposed operation "would provide a new primary service, daytime, within its interference-free contour over an area of 1,824 square miles with a population of 115,583 persons and, nighttime, over an area of 79.2 square miles with a population of 24,759."

Moreover, Examiner Smith found the new assignment would enable WORD to furnish a second primary service to 35% of the city of Spartanburg at night and give "residents of the area a choice of locally operated stations."

The initial decision noted the switch does not directly comply with the Commission's rules and standards of good engineering practice "in that objectionable interference will be received within its normally protected contours. . . . While the daytime interference is within the tolerance contemplated by the standards, nighttime interference is substantially in excess of such standards. . . ."

"However," the decision continues, "the increased number of persons who would receive service from station WORD, both day and night, and especially the extension of the station's nighttime interference-free service to a substantial portion of . . . Spartanburg . . . as well as adjacent areas which now receive only one primary service, justify the deviation from the standards."

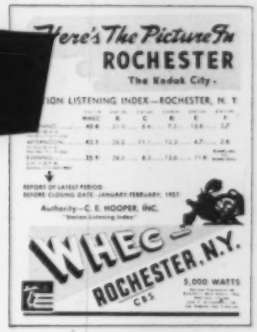
The examiner could find no basis for the objections of WJHL Johnson City, Tenn., and declared "no objectionable interference within the normally protected (5 mv/m) daytime contour of station WJHL would result from the proposed operation." She also found that the proposed switch "would not cause objectionable interference to any existing domestic station or any such station proposed in a pending application . . . (or) any foreign station. . . ."

WORD agreed to accept a grant conditioned by the provision that it bear any expense necessary to eliminate re-radiation problems with WSPA Spartanburg.

IBA To Meet Aug. 23

FIRST SUMMER meeting of the Illinois Broadcasters Assn. will take place Aug. 23 at Pere Marquette State Park, President Ray Livesay of WLBH Mattoon has announced. The park is located on the Illinois River 30 miles northwest of Alton.

WHEC *helps clear up the Rochester picture for time buyers*



The WHEC Service-Ad illustrated here gives useful information not covered in the regular SRDS listings; information that's often unavailable or inaccessible at the time when you're weighing radio advertising opportunities.

The Service-Ads of many other stations, too, are matching the suggestion one radio director made when he said: "When radio stations tell me something about themselves in their ads—something their SRDS listings do not tell—I welcome it, and I use it."

You, too, probably find that such additional on-the-spot information in the SRDS Radio Book saves your time . . . makes your job easier. And Service-Ads near their market listings in CONSUMER MARKETS go to make that selection job even easier.

Remember, when you're checking RARD* and CONSUMER MARKETS for station and market information, check the Service-Ads as well as the listings.

* Formerly Known as the Radio Section of SRDS

the unbeatable media-buying team!

SRDS radio ADVERTISING RATES AND DATA

Consumer Markets

radio

Published by Standard Rate & Data Service, Inc. Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Illinois • New York • Los Angeles

XUM

air-casters

J. D. (Jack) **FUNK**, program director-commercial manager KCHI Chillicothe, Mo., appointed program director KTOE Mankato, Minn.

Mr. Funk

JIMMIE DOLAN starts *The Ramblin' Jimmie Dolan Show* on KLAC-TV Hollywood.

AL LEVITT, Continuity Department KNX Hollywood, and **JOHN HAMMOND**, KMPC Hollywood, to announcing staff KEEN San Jose, Calif. **GEORGE SNELL**, program director KEEN, named radio chairman, San Jose Better Business Bureau.

FRED GARRIGUS, director of public affairs WEEI Boston, to CBS public affairs department, as writer-producer, effective today (Monday).

ROBERT L. (Bob) SILVERBERG, program director and announcer WICH Norwich, Conn., to announcing staff WTHT Hartford.

EARL WELDE, program director WFOB Fostoria, Ohio, appointed program director WKRZ Oil City, Pa. He replaces **JIM GUSTAFSON**, resigned to finish his studies at Ohio State U.

CARROLL McKENNA, sales promotion assistant to **JOHN HANSEN**, promotion director ABC (Hollywood), and Rosemary Hodgkiss, will be married August 18 in Los Angeles.

ARMINE WOOD, staff announcer WHSY Hattiesburg, Miss., appointed program director WBHB Fitzgerald, Ga. His wife **KAY LEWIS** appointed women's director and traffic manager at WBHB.

BILL GARIN appointed assistant director and floor manager KSTP-TV Minneapolis.

EDWARD CARLIN, author and radio consultant, to WLIB New York, as head of research, merchandising and promotion.

WALTER BENNETT Jr., trade news editor WOR New York publicity department, father of daughter, Beatrice Gay, June 24 in Northern Westchester Hospital, Mount Kisco, N. Y.

JAY RUSSELL, publicity representative WDTV (TV) Pittsburgh, resigns.

DICK ELLIOT, disc jockey WIRE Indianapolis, resigns to devote his full time to automobile sales.

FAY HAUER to music department WCKY Cincinnati.

FRANK BOWERS, program director, **BOB LEE**, announcer, **PEGGY DAVIS**, continuity department, and **BILL GWALTNEY**, announcer, have severed connections at WCAV Norfolk, Va.

GLORIA SCHULTHEIS, continuity writer WIRE Indianapolis, and Nelson Joyner, married, June 16.

DARRELL VEERHUSEN to announcing staff KAYL Storm Lake, Iowa.

NORB MOORE, news writer-announcer WIBV Belleville, Ill., to continuity department KXLW Clayton, Mo. **SAM WOODALL**, Krupic & Assoc., St. Louis, named to announcing staff.

JOE FOSS to announcing staff WBBM Chicago.

HERB EVERITT, program department KIDO Boise, Ida., resigns to return to college. **LOWENE WOOD** named copywriter in program department. **NORMAN WALLACE**, staff announcer, resigns to return to Spokane, Wash. **JACK LINK**, program director KCID Caldwell, Ida., named announcer and assistant in program department. **WIFF JANSSEN**, new to radio, appointed to announcing staff. **LOUISE BURJARYN**, former receptionist at KIDO, rejoins staff as copywriter in program department.

BILL JOHNSON, staff announcer WNAX Yankton, S. D., married.

MIKE MEARIAN appointed to announcing staff WXRA Kenmore, N. Y.

RUSSELL D. LONG, program manager WCSC Charleston, S. C., elected president of Charleston Lions Club.

LaVAR REESE, production director W. E. Featherstone Adv., Salt Lake City, to promotion department KSL-AM-TV Salt Lake City.

BOB FOUTS, sportscaster KYA San Francisco, father of boy.

WILLIAM O. BULLARD, Club Lido, San Francisco, to KCBS San Francisco, as pianist on staff orchestra.

BILL GRIFFITHS, KOL Seattle, to KYA San Francisco, as staff announcer.

JERRY DEVINE, producer-director ABC *This Is Your FBI*, in Europe with family for six weeks tour of continent.

WILLARD WIENER, writer, to publicity department ABC Western Div., assigned to trade press beat.

ROBERT RAISBECK, producer of ABC-TV *The Ruggles Show*, in New York on month's combined business and pleasure trip.

BOB SHELDON, page ABC Hollywood, named floor manager KECA-TV Hollywood.

ROLLY FORD, manager CHUM Toronto, now editing monthly house organ *Top Dog* CKNW New Westminster, B.C., which gives local news, features aired by CKNW, and round-up of news of Canadian radio personalities.

LYNN POOLE, director of public relations for Johns Hopkins U., Baltimore, and creator of *The Johns Hopkins Science Review* on WAAM (TV) Baltimore, and DuMont Network, presented "outstanding achievement award" from American College Public Relations Assn. Award is made annually to the ACPRA member who has done the most for the advancement of educational public relations during the year.

FRANK CARTER named to announcing staff WPEN Philadelphia. He was with WCAU Philadelphia.

JOHNNY LANE, Western ballard singer KEYL (TV) San Antonio, signed to contract by MGM Recording Co., Hollywood.

MONA McCORMICK, radio student State U. of Iowa, to continuity department WERE Cleveland, as summer replacement.

FRANK HARDEN, program director, and **STEVE LIBBY**, publicity manager WIS Columbia, S. C., named two of "Key Men" by Columbia Junior Chamber of Commerce.

ULY NICK PANOS, advertising department Oklahoma Publishing Co., Oklahoma City, to WKY-TV Oklahoma City, as artist.

JOE AGNELLO, producer-director KTTV (TV) Hollywood, father of girl, Francesca, June 19.

DEAN MARTIN and **JERRY LEWIS**, stars of *The Colgate Comedy Hour*, over NBC-TV, were selected "Comedians of the Year" by Gagwriters of America in their annual poll, the National Laugh Foundation announced last week. The gagwriters polled are members of the Gagwriters' Institute and Gagwriters Protective Assn.

News . . .

RON MILLER, news editor WSAZ-AM-TV Huntington, W. Va., appointed news editor WOWO Ft. Wayne.

GERRY WRIGHT, women's news editor KWFT Wichita Falls, Tex., won the woman commentator contest recently conducted by "Wendy Warren and the News," over CBS weekdays with an unusual human interest story about a handicapped child of her community, it was announced last week.

IN A "move to add speed and flexibility to AP radio coverage in the northwest," the Spokane bureau of AP has become a filing point on the service's radio wire, it was announced in New York last week. Spokane bureau filing will be coordinated with that of Seattle, main regional filing point for Washington, north Idaho and Alaska, the announcement said.

JOHN ROLFSON, KGVO Missoula, Mont., to news staff WNAX Yankton, S. D.

GORD SINCLAIR Jr., announcer CFNB Fredericton, to news staff CFCF Montreal.

RAY WATERS named to news staff WNJR Newark. He was with WMTR Morristown, N. J.

JACK McCLEAN, news editor WGR Buffalo, appointed news editor-announcer WXRA Kenmore, N. Y.

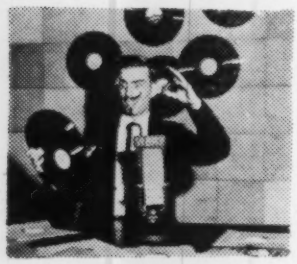
FRED EDGE appointed roving European correspondent of CKEY Toronto and CKOY Ottawa. He will tape recordings with important European and descriptions of events, and airmail these back weekly.

BILL O'HALLAREN, newspaperman and free lance writer, to newsroom staff ABC Hollywood.

MERRILL MUELLER, news commentator NBC, leaves for five-week tour of world to visit major news centers. His itinerary will include Korea, Japan, London, Manila, Hong Kong, French Indo-China, Singapore, India, Iran, Palestine, Rome, Paris, and New York. In his absence, **BOB LETTS**, KNBC San Francisco, will substitute for Mr. Mueller on his regular NBC Western Network news analysis program.

The Circus plays Waterbury, Conn. every day on

W B R Y



ROD HUFF'S "Melody Circus"

Mon. thru Fri., 4:30 to 5:45
Sat., 4 to 6

When Ringmaster Rod opens the tent-flap, WBRY really takes a strangle hold on top Pulse rating.

Avery-Knodel's man will tell you about the new Waterbury Pulse. The Pulse will tell you why Rod sells watches, furniture, ice cream, paint, auto accessories, soft drinks, drive-in movies, etc. What can he sell for you to Waterbury's 30,000 radio families?

WBRY
5,000 Watts
CBS in Waterbury, Conn.

Improve Your Selling!

RADIO SALES TRAINING SCHOOL
New England Area
will be held July 17-18-19
Boston, Mass.

Give your salesmen this training—
Better tools to work with—
A Bonus for both salesman and station.

Write or wire for information and reservations

THE *Fred A. Palmer* CO.
WORTHINGTON, OHIO

Beamed Programming

(Continued from page 41)

trial center. Since the name Greenberg would not fit in appropriately large letters across the top of the windows of his first store building he took his first name, Philip, as the name for the store.

The store prospered but did not use radio until 1939 when a fire destroyed the original building. When Philip's was rebuilt radio was used to advertise the opening. Spots were credited with pulling some 6,000 people into the store on opening day.

Spots were continued until 1941 when the store bought the 6:15-6:30 a.m. segment three days a week and three quarter-hours weekly at 8:15 a.m. All six carried *Philip's Open House*, which followed the musical clock format, with light music, time and weather reports. In 1943 the name of the programs was changed to *Liberty Bell* and were devoted almost entirely to the war effort until 1945.

Coinciding with the store's first use of radio was its inauguration of the Green Stamp premium plan. Its success was credited largely to the continued promotion received on the program.

Among the more conspicuous radio success stories which the Greenberg brothers credit to radio are:

Four announcements on *Good Morning from Philips* sold 11,000 yards of 29 to 35 cent cotton percale in two days at the special price of five yards for $1.

Four announcements on the same program sold 1,800 men's shirts at three shirts for $5 in one day.

A gross of multi-colored sports shirts were sold for $3.98 each after announcements on one 6:45 a.m. program.

Philip's plans to keep the present program lineup supplemented by spot schedules for special promotions. Advertising is handled by the Universal Adv. Agency of Omaha. The KOIL account executive, who has handled the account for 13 years, is Margaret Croghan. Better than 50% of the store's $3,500 advertising budget goes into radio.

Sam Greenberg feels that beamed programming is the best answer to the problem of department store radio format. The early morning format of music, club news, time and weather appeals to housewives, office workers and laborers—all early risers in the area. Omaha surveys show peak unloading time downtown to be 7:45 a.m. The 8 a.m. news reaches the professional group.

Evidence of the popularity of the Philip's shows is found in ratings for October 1950 through February 1951 which, according to KOIL, indicate that *Good Morning From Philips* has better than 50% of the early morning audience for the area and has almost 50% for the 8 a.m. news segment although seven stations compete for the audience during these time segments.

ANOTHER radio success story, which, while not strictly in the department store field, seems appropriate to outline briefly here. It is that of the Montgomery Ward catalog office in Tulsa.

A year ago this May the office placed one 50-word spot per week on KTUL, advertising catalogs for call-ins, according to KTUL vice president and general manager John Esau. This first spot brought 36 immediate calls, swamping the telephones.

Francis Samuelson, office manager, felt that the response indicated the money was well spent and increased the spots to three a week.

Now, a year later, Miss Samuelson is able to report a 26.7% increase in business. Although Montgomery Ward's company policy forbids the use of radio except in a few isolated instances, this experiment has proved so successful that all newspaper advertising has been cancelled and radio is being used exclusively in this market.

The schedule on KTUL has been increased to 10 spots a week.

Says Miss Samuelson: "We're KTUL fans—and very pleased with the results of radio advertising."

CAPITOL RECORDS

Moves to N. Y. July 1

CAPITOL RECORDS Inc., effective July 1, moves its national sales headquarters to New York. The announcement was made last week by Glenn Wallichs, president of the firm, at the annual meeting of regional vice presidents and sales promotion men in Hollywood.

Directing sales in New York as general sales manager will be William H. Fowler, vice president and treasurer of Capitol. Mr. Fowler has been with the organization for the past seven years, heading over that time such departments as manufacture, personnel, purchasing, market research and systems engineering.

Also being transferred to New York will be Paul Featherstone, vice president of Capitol Records Distributing Corp., Western Division, who will take over special sales duties under Mr. Fowler; and Willis Wardlow.

Other changes announced within the organization were the transfer of James Gordon, personnel director, to Scranton, Pa., where Capitol has its main plant, and his replacement on the West Coast by Robert H. McDonald; naming of Hal B. Cook as director of sales promotion, advertising and publicity, assisting Lloyd W. Dunn, General Merchandise manager. Floyd Bittaker, executive vice president, will take the position of vice president of the Western Division, choosing to remain in Hollywood.

In line with the proposed strengthening of the firm's merchandising program, Mr. Wallichs also announced the following appointments: Jack Coerne, as advertising manager; Lou Schurrer, manager of creative services; Ray Polley, manager of production services; Bud Freeman, manager of publications and West Coast publicity; Dick Linke, national publicity manager, with headquarters in New York. The Eastern offices are at 250 W. 57th St.

SALES RIGHTS

Acquired by Goodman

ACQUISITION of the exclusive sales distribution rights for *Let George Do It*, transcription of live programs sponsored by Standard Oil of California from Hollywood, by Harry S. Goodman Productions, New York, was announced last week. The Goodman firm reported sales in 18 markets before the pressings were released.

Purchase of five Goodman programs by Blackstone Corp., for sponsorship of dealers throughout the United States and Canada, also was reported. The five selections were *Mystery House*, *All Star Western Theatre*, *Mary Foster the Editor's Daughter*, *Jim Ameche, Storyteller*, and *Mystery Chef*.

PRICE ORDER

OPS Issues Changes

THE PRICING order that sets the pattern of Office of Price Stablization ceilings at the manufacturers' level during the so-called "interim period" that followed the government's general price freeze has been amended to permit certain readjustments.

OPS' summary is herewith reproduced in part:

The amendments to the two orders (CPR 22 (for manufacturers) and CPR 30 (machinery regulations)) permit manufacturers to consider their increased cost, between the end of their base periods and March 15, 1951, caused by required payments under the Federal Insurance Contributions Act, the Federal Unemployment Tax Act, and any state or local unemployment compensation law.

It is also made clear that retroactive wage increases or fringe benefits granted after March 15, even though before the date the regulations were issued and even though under prior contracts, cannot be included in labor cost adjustments. The regulations have already been so interpreted.

The amendments provide additional optional methods for determining the costs of manufacturing material. Manufacturers now may use the net price per unit of material shown on the invoice for the last delivery date even though made 30 days before the prescribed cutoff date. Also, they now may use the price in the last contract or written offer even though made more than 60 days before the prescribed cutoff date.

These optional methods will enable manufacturers to compute permitted cost increases without applying to OPS on the grounds they cannot determine net cost of a material as of the prescribed date because of delivery, contract, or offer date restrictions.

Manufacturers who have already filed Forms 8 are now permitted to redetermine ceiling prices based on changes resulting from CPR 22 or CPR 30 amendments, revisions, and interpretations and to file new forms. In case of redetermination because of the extension of the effective date of the regulations, the forms must be filed by July 2.

CHURCH JOINS NARTB

Legal Staff Enlarged

ABIAH A. CHURCH will join the NARTB legal staff Aug. 1, NARTB's board chairman and general counsel, Justin Miller, has announced. Mr. Church is a 1950 graduate of George Washington U. law school where he ranked first in a class of 121. At present he is associated with the U. S. Court of Claims.

A native of St. John's Park, Fla., where he was born Aug. 3, 1922, Mr. Church was educated at Bartow, Fla., before moving to Washington in 1940. He has been in government service since that time except for three years in the Coast Guard. He is a member of the District of Columbia Bar Assn. and Florida Bar Assn.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

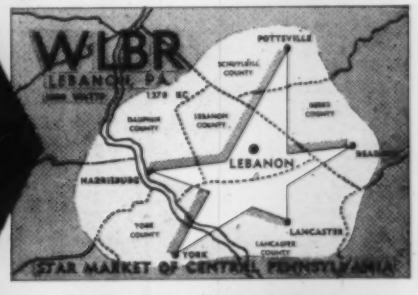
They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

This Rich Lebanon Valley Market Is YOURS...



300 Million DOLLARS WORTH covered with ONE STATION

WLBR AM FM

LEBANON, PA. • 1000 WATTS • 1270 KC
The STAR MARKET of Central Pennsylvania

JULIAN F. SKINNELL—Operations Mgr.
REPRESENTED BY RAMBEAU

On All Accounts

(Continued from page 10)

products, he handled Derby Foods' Peter Pan peanut butter, spending most of his time on the leading item in the Swift line. From 1943 until 1951, while he was account executive, Peter Pan was carried to the top of its field and gained much of its appeal to children through use of radio and TV. Peter Pan bought *Sky King* and *Jack Armstrong* on ABC, and was the first Chicago sponsor to sign for a network video show, *Super Circus*, on ABC-TV. *Magic Slate* on NBC-TV was purchased the day Mr. White resigned. As a farewell gift, NL&B employes signed a full-page color layout for the peanut butter, which is now framed and serves as the focal point on a wall of Mr. White's office.

Married to the former Helen (Hank) Ortstadt, Mr. White is the father of two sons and a daughter. Lyman, 23, is a senior at the U. of Illinois, and was a member of the Byrd Antarctic expedition. David, 21, is a track star in his junior year at the U. of Indiana, and 17-year-old Priscilla is a junior at Oak Park High School, the suburb in which the family lives.

Mr. White is state publicity chairman for the American Cancer Society for the second year, a member of the board of directors of the University Club and a member of the Television Council. He is a former lecturer in advertising at Northwestern U.

Fisher To Europe

BEN S. FISHER, partner in the Washington radio law firm of Fisher, Wayland, Duvall & Southmayd, leaves for Paris by plane July 3 to attend the 2,000th anniversary celebration of the founding of Paris. He is one of two official delegates from the District of Columbia. Planning to stay in Europe until early September, Mr. Fisher is to survey television operations and developments in France and England for the American Bar Assn.'s Communications Committee, of which he is chairman. He will be accompanied by Mrs. Fisher and their daughter, Nancy.

STEEL, IRON SCRAP DRIVE

Radio-TV Called to Aid Defense Project

RADIO, America's crackerjack salesman, has another man-sized job cut out for it on the defense scene.

Availability of steel and iron scrap on the industrial supply counter may get as scarce as a non-appropriated gold ingot.

While as precious and valuable to the nation's productivity, and, incidentally to radio-TV industry's health as well, iron and steel scrap unfortunately is dull in drama to the average American, like the ingot is to the eye.

An alarm already has been sent out by the National Production Authority along with the Iron and Steel Institute. The Advertising Council has joined in with its nationwide sales power.

Use Commercials

U. S. Steel and other steel companies have begun emphasizing the scrap drive on their radio commercials. It can be expected that other sales muscles will be flexed in the broadcast media.

The story certainly is easy to explain. Basic to top-level production both for defense and for domestic consumption are the sprawling steel mills.

Scrap is needed to feed hungry furnaces which turn out this steel. And lately these furnaces have been consuming scrap at a terrific pace, threatening to outstrip the scrap supply on hand.

Melting figures down, the Iron and Steel Institute finds inventories of heavy industrial iron and steel scrap dangerously low. "Supplies recently have been fluctuating between days and only a few weeks compared with the normal safe-working inventories of about 60 days," Robert W. Wolcott, chairman, AISI's committee on scrap iron and steel, has informed BROADCASTING • TELECASTING.

Radio-TV's stake in this drive is greater on the projected front than on the immediate scene. As pointed out by this publication in an editorial June 25, steel not only provides for military and defense-rated uses but also to supply consumer items, most of which find their way along radio sales channels.

Yet another relationship is the continued supply of adequate repair and replacement parts for broadcast services, both transmitting and receiving. In addition, there's the question of materials to physically handle any lifting of the TV freeze.

As easy as it is to explain the scrap shortage—it came about because (1) we sent between 110-120 million tons of steel overseas without getting back the tonnage which became scrap and (2) steel production now is running about 10 million tons above the World War II peak. It also is not difficult to show where we expect to get more scrap.

The steel producers are appealing to "administrative officials in business, industry, agriculture and other places" to conduct "an emergency inspection of plants and properties and channel idle, obsolete machinery and equipment to the nearest scrap dealer."

In other words, if there's an old piece of iron or steel machine that has seen its best day and is unworkable, turn it in. It will help industry in general, radio-TV, too.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(Total U.S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

REGULAR WEEK MAY 20-26, 1951

Current Rank	Programs	Ratings Homes %
EVENING, ONCE-A-WEEK		
	(Average For All Programs)	(5.4)
1	Lux Radio Theatre (CBS)	13.0
2	Jack Benny Show (CBS)	11.4
3	My Friend Irma (CBS)	10.3
4	Charlie McCarthy Show (CBS)	10.0
5	Godfrey's Talent Scouts (CBS)	9.6
6	Gene Autry (CBS)	9.2
7	Mr. Keen (CBS)	8.8
8	Walter Winchell (ABC)	8.7
9	Gangbusters (CBS)	8.7
10	Mr. Chameleon (CBS)	8.5
EVENING, MULTI-WEEKLY		
	(Average For All Programs)	(3.4)
1	Beulah (CBS)	6.2
2	Lone Ranger (ABC)	5.9
3	Club 15 (CBS)	5.7
WEEKDAY	(Average For All Programs)	(4.6)
1	Romance of Helen Trent (CBS)	8.7
2	Our Gal, Sunday (CBS)	8.3
3	Ma Perkins (CBS)	8.2
4	Big Sister (CBS)	7.8
5	Wendy Warren and the News (CBS)	7.2
6	Arthur Godfrey (Liggett & Myers) (CBS)	7.1
7	Rosemary (CBS)	6.9
8	Aunt Jenny (CBS)	6.8
9	Guilding Light (CBS)	6.5
10	Pepper Young's Family (NBC)	6.5
DAY, SUNDAY		
	(Average For All Programs)	(1.8)
1	Martin Kane, Private Eye (MBS)	3.3
2	True Detertive Mysteries MBS)	3.3
3	Symphonette (CBS)	2.8
DAY, SATURDAY		
	(Average For All Programs)	(4.5)
1	Grand Central Station (CBS)	7.9
2	Armstrong Theatre (CBS)	7.8
3	Stars Over Hollywood (CBS)	6.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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AT&T GROUPS

Long Lines Dept. Changes

TO SET UP common boundaries for its various departments, to decentralize some of its operations and to place higher levels of supervision closer to field activities, AT&T's Long Lines Dept. last week appointed general managers of its newly formed eastern, central and western divisions.

Carl E. Wideberg, former general traffic manager, on July 1 became general manager of the eastern area, comprising the New England states, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

Harold A. White, former general commercial manager, was appointed general manager of the central area, which includes Michigan, Indiana, Ohio, Kentucky, Tennessee, North and South Carolina, Louisiana, Mississippi, Alabama, Georgia and Florida. Central area headquarters are in Cincinnati.

Vernon B. Bagnall, former director of personnel, was made general manager of the western area, comprising the other states, with headquarters in Kansas City, Mo.

George G. Jones, former general plant manager, on July 1 became director of personnel for the entire Long Lines organization, with headquarters in New York. Area legal staffs also were established, effective that date, with E. F. Krause named eastern area attorney, J. C. Higgins central area attorney and P. C. Elvis western area attorney.

New Home for WCAE

NEW HOME next year for WCAE-AM-FM Pittsburgh is being planned now, President Leonard Kapner announced last week. It will be located on the fifth floor of the new Carlton House, still under construction, at 550 Grant St. Station currently is in the William Penn Hotel.

kglo

1300 KC, 5,000 Watts CBS
MASON CITY, IOWA

15th year of SERVICE to 69,740 rural urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station—represented by Weed & Company.

WDRC

HARTFORD & CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

programs promotion premiums

PRESENT CRISIS

KFWB Hollywood, *The Dope Traffic*, Sun., 10-10:15 p.m. (PST). Weekly series of panel discussions by prominent local citizens on the narcotic problem in Los Angeles area. Permanent panel consists of Raymond V. Darby, member L. A. County Board of Supervisors; Judge Charles W. Fricke, L. A. Superior Court Judge; Lt. Ray Huber, of Sheriff's Office, in charge of Narcotic Detail; Joe Micciche, also program moderator.

COVERS LAUNCHING

WTAR-TV Norfolk used mico-wave relay to cover the launching of the S. S. United States, largest passenger liner ever built in this country, June 23. Some sources reported that it was the first launching ever telecast live. Station officials estimated that about 240,000 to 300,000 viewers witnessed the launching and festivities.

FREE TICKETS

WOV New York is offering its listeners free tickets to Loew's Theatres' showing of "The Great Caruso" upon submission of a grocer's receipt from purchase of gallon can of Caruso Olive Oil. Cooperating with the station are Caruso Products Corp., sponsor of *Room 18* program on which offer is made, and Loew's Theatres, N. Y.

TEACHING BY TV

WTVJ(TV) Miami, in cooperation with U. of Miami, presenting six-week educational show *Introduction to Sculpture*, June 19 to July 26. Program designed to combine serious art education with cultural recreation. "Telestudents" may register for summer "telecourses" for $1.00 and receive outline guide to lessons, recommended lists of reading and related studies, and on evidence of satisfactory results a certificate of completion. Show is produced by students studying television production in workshop courses under direction of O. P. Kidder Jr., associate professor of radio and television.

MARKET BOOKLET

WFBR Baltimore sending trade and advertisers colored booklet based on Baltimore market. Booklet gives data on different industries that are located in city, population, retail sales, coverage maps and the amount of monies spent in area. It also has short history of station along with different shows that appear on station. Part of piece is devoted to letters received from advertisers praising station for its pulling power. It has short section on station promotions and public service programs presented.

PRE TOURNEY SHOW

WDTV(TV) Pittsburgh, *Golf Pro Party*, 8 p.m., June 25, sponsored by Kaufmann's Department store. Show will interview pros about to participate in national PGA Tournament at Oakmont. Guests will show their wares to the viewers. Sam Snead, Lloyd Mangrum and Gene Sarazen are a few of the pros that will appear.

'WELCOME MAT'

MBS is distributing stiff-backed, nine-page, illustrated promotional booklet in color having appearance of a "welcome mat," which serves as the theme of the sales message giving the "key" to greater sales within "Hometown America", as contrasted with "Big Town America." Contents give "major highlights from two Crossley studies (April and November 1950)."

WINDOW BROADCAST

WCUE Akron, *Yawn Patrol*, daily, 5 to 9:40 a.m., June 15 presented its early morning show from display window of local department store involved in the recent price war. Art Ross, colorful emcee of show, slept in window fitted with striped pajamas, and equipped with pot of coffee. He entertained the onlookers who watched from the outside, and talked with persons requesting more information on price cuts offered by store. Station reports that traffic became jammed with motorists who stopped to watch Mr. Ross while listening to him on their radios.

EDUCATIONAL TV

ABC-TV has set aside two-hour period, Mondays, 8-10 p.m., for "timely education on past and present history" with series of programs—*Marshall Plan In Action*, *March of Time Through the Years*, *Everybody's Business*, *United Or Not*, and *On Trial*—starting July 2. Successively the programs will include films taken throughout the 18 Marshall Plan nations to show results of U. S. aid; reviews of latest phases of American life; new developments in health, education and public service; interviews of U. N. delegates and world leaders on timely issues; and discussion of both sides of problems of major importance to nation.

BASEBALL SCOOP

WWPA Williamsport, Pa., registered a scoop for local baseball fans by interviewing Tommy Holmes 15 minutes after the news broke that he had just been appointed new manager of Boston Braves. Bill Gardner, WWPA sports director, called Mr. Holmes in Elmira, N. Y., where his Hartford team was playing, and interviewed him via the phone, using special telephone recording equipment.

SWORN STATEMENT

KDKA Pittsburgh sending advertisers promotion piece headed "6 Case Histories from the file of one of America's greatest salesmen." Inside on first page is notarized affidavit asserting the facts presented are true. After each case history on selling via KDKA is presented there is a comment on the procedure used.

STATION MAGAZINE

CKNW New Westminster now publishing monthly magazine entitled *Top Dog*. The pocket sized publication is edited and styled for quick informative reading, featuring stories, pictures, listeners' surveys and business and sponsor reports.

OPERATING WITH RADIO

WJNO West Palm Beach, Fla. presenting new public service program using interviews with local servicemen serving here and abroad. After interview, Announcer Pat McGuinness, took a recording of interview and his tape recorder and visited wife of man interviewed, to present the recording and get a few comments. The wife, a nurse at a local hospital, was on duty in the operating room. Foreseeing she could not get to a radio, she took one with her into the operating room. The surgical group with the exception of the patient, who was having a hernia removed, heard the program, and her comments produced some good humor for the first show.

CLIENT-STATION RELATIONS

WWL New Orleans, June 9, presented talent show taped at Borden Co.'s New Orleans plant in connection with observance of National Dairy Month. Talent from the station appeared on the show entertaining nearly 300 Borden employees who attended. Advertisements were placed in newspapers calling attention to the National Dairy Month Show.

ANNOUNCING THE SWITCH

WNAX Yankton used almost every promotion stunt to inform listeners of its switch to CBS. Nearly 25 CBS stars recorded "welcome" announcements for use on station. News stories were sent to 1,010 newspapers in the area. Screen trailers were used in 43 movie houses. Advertising space was bought on taxicabs in Sioux City and billboards were leased in Sioux Falls. Clowns handed out 5,000 balloons saying, "WNAX now CBS." Full page newspaper ads were used, letters were sent out to interested groups and program schedules were sent to listeners who requested them. This was just part of what station did to inform listeners of the change.

WEDDING SHOW

WHTC Holland, Mich., *Holland Wedding*, conducted 13-week contest in cooperation with 39 city retail establishments. Many young couples registered for competition. Customers voted for the best couple who were presented with $1,600 in gifts. Station reports that contest attracted wide interest and resulted in an estimated $275,000 in retail sales for the participating stores.

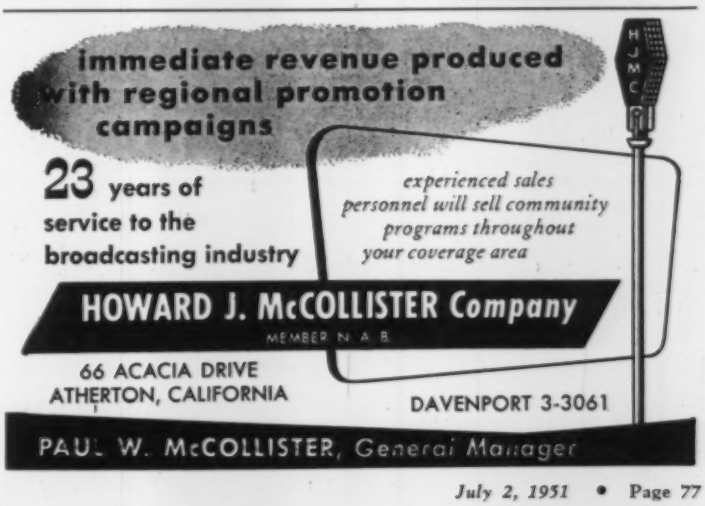
FREE MOCCASINS

WOOD Grand Rapids presenting new advertisers free pair of Bass Moccasins. On receipt of each new account, station writes letter of thanks to person concerned, enclosing a "WOODsy" diploma proclaiming the person a true "WOODsman." A postcard order blank to the company that makes the moccasins is sent along for the person to fill in his name, address, and shoe size for his free pair of moccasins.

COVERAGE FACTS

CANADIAN BROADCASTING Corp., commercial division, Toronto, has issued booklet, complete with maps, of coverage statistics of Trans-Canada, Dominion and French networks. Booklet lists all data for national and regional sections of each of three CBC networks.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.


immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
experienced sales personnel will sell community programs throughout your coverage area
HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

NBC's 25 Years

(Continued from page 26)

of listening habits conducted for NBC by Dr. Daniel Starch.

April 4: NBC receives first TV station CP.

Oct. 2: First broadcast of *National Farm and Home Hour.*

Oct. 26: Walter Damrosch's *Music Appreciation Hour* begins.

Dec. 4: *Voice of Firestone* first heard, still on NBC in 1951.

Dec. 23: Coast-to-coast 58-station NBC network put on permanent basis.

1929

Jan. 18: Crooning goes network with Rudy Vallee radio debut on NBC.

Feb. 1: First shortwave broadcast relayed by NBC—symphony concert from London.

March 4: Inauguration of President Hoover and Vice President Curtis broadcast, vice presidential ceremonies marking first time microphone had been admitted into Senate Chambers.

Aug. 19: *Amos 'n' Andy* become first network serial program.

November: NBC chimes introduced.

1930

March 27: First broadcast from ship at sea to listeners on shore.

April: California Packing Co. starts first nationwide commercial program originating on Pacific Coast.

April 1: Mobile unit first used in Bronx Zoo broadcast.

May 12: First use of parabolic microphone.

June: Plans announced for erection of $250 million Radio City in New York.

July 7: NBC's first telecast (mechanical system).

Sept. 14: First broadcast from NBC studios in Merchandise Mart, Chicago.

Sept. 18: American Legion program includes pickups from nine cities.

Sept. 29: Lowell Thomas starts news commentaries.

Oct. 1: First premium offer on NBC.

1931

April: First integration of announcer into program format when James Wallington becomes straight man for Eddie Cantor.

June: NBC facsimile broadcasts begin over W3XL New York.

June: Empire State Bldg., world's tallest skyscraper, chosen as site for NBC's New York TV transmitter.

Oct. 11: *American Album of Familiar Melodies* starts on NBC.

Oct. 30: Start of 120-line TV transmission from W2BS atop Empire State Bldg.

Dec. 25: First regular Metropolitan Opera series starts over combined Red-Blue hookup, with "Hansel and Gretel."

1932

March 2: Report of Lindbergh baby kidnapping followed by hourly bulletins, description of child and appeals to kidnappers, with intense network coverage through March 8.

April 29: *One Man's Family* enters radio.

May 2: Jack Benny starts first NBC series.

June 27: First product price mentions on NBC daytime programs.

Sept.: First product price mentions on NBC nighttime programs.

Oct. 6: *Maxwell House Showboat* commences star-studded series.

1933

Feb. 1: Adolf Hitler outlines policies in address rebroadcast here.

Feb. 11: Pope Pius XI and Senatore Marconi heard during inauguration of new Vatican radio system.

March 4: Roosevelt inauguration most elaborate radio set-up to date, a seven-hour broadcast, shortwaved overseas via five international transmitters.

March 9: Opening of 73d Congress marks first broadcast from floor of House of Representatives.

March 12: President Roosevelt makes first "Fireside Chat" in broadcast on banking moratorium.

April 11: George Bernard Shaw heard via NBC in only American talk.

May 17: Hitler address to Reichstag, announcing Germany's foreign policy under Nazi regime, translated by NBC's Max Jordan.

June 8: Bob Hope's radio debut.

Aug. 5: NBC starts first regular interchange of programs with Canada.

Aug. 19: *WLS National Barn Dance* starts on network.

Oct. 15: Start of *Chicago Round Table.*

Oct. 22-26: Graf Zeppelin—first broadcast from over ocean during flight from South America to Miami; from Miami to Akron; description of landing at Akron; cruise over Chicago's Century of Progress.

Nov. 11: First broadcast from Radio City, with M. H. Aylesworth, David Sarnoff, Owen D. Young, Gen. G. Harbord, Sir John Reith of BBC participating as well as top flight entertainers.

Nov. 20: NBC Radio City guided tours begun.

Dec.: American Tobacco Co. starts first sponsored series of opera from Metropolitan Opera House.

1934

Jan. 30: Combined networks of NBC join nation in the President Roosevelt Birthday Ball in honor of his 52d birthday.

July 15: Gulf Oil Co. launches first regularly sponsored series of international broadcasts.

Sept. 15: *Gibson Family* broadcast, first musical comedy with music specially written for radio.

Sept. 22: First voice broadcast round the world in fraction of second demonstrated by shortwave station W2XAF Schenectady and broadcast by NBC.

Oct. 6: Mussolini talk in Milan on Italy's foreign and social policy broadcast with an English summary.

Nov. 29: *Kraft Music Hall* premieres on NBC.

1935

April 16: *Fibber McGee & Molly* begins NBC careers.

May 30: Start of *America's Town Meeting of Air.*

Aug. 23-24: U. S. Army maneuvers at Pine Camp, N. Y., covered by NBC in most extensive field broadcast hookup to that time, four mobile units from all fronts demonstrating use of radio during war conditions.

Oct. 27: Most comprehensive international hookup to date arranged for *Youth Sings Across Borders* nationwide broadcast with pickup from 31 countries.

Nov. 11: Stratosphere Balloon Explorer II's entire record-breaking flight broadcast exclusively on NBC, including special broadcast linking Capt. A. W. Stevens and Capt. O. A. Anderson in balloon at 72,395 feet (13.7 miles) with China Clipper flying over California coast and an English editor at his desk in London.

Dec. 7: NBC opens Hollywood studios.

1936

Jan. 1: Lenox Riley Lohr becomes NBC president.

April 12: Top-hat transmitter, miniature micro-wave unit, used by George Hicks, NBC announcer, to describe New York's Easter Parade up Fifth Avenue.

June 10: Bell System provides first coaxial cable for TV use between NBC studios in Radio City and transmitter on Empire State Bldg.

June 29: RCA and NBC start TV tests between transmitter and experimental receivers in homes.

July 7: First public demonstration of RCA electronic system of TV witnessed by radio manufacturers.

Nov. 6: NBC demonstrates TV live and film programming on 7½- by 10-inch screen.

Nov. 15: NBC's 10th birthday celebration included two radio "firsts": Conversations of RCA President David Sarnoff at his desk in Radio City with Guglielmo Marconi on his yacht in the Mediterranean, with Robert Jardillier, French Minister of Communications, on an airliner between New York and Washington, and with Maurice Rambert, president of International Broadcast Union, in another plane flying the same route; and a world-wide program with 13 pickup points, ranging from an undersea boat to a squadron of planes, featuring a conversation between announcers on streamlined planes traveling in New England and in Germany.

Dec. 17: NBC makes first pickup from Nanking, China, as day's headlines focus on kidnapping of Marshal Chiang Kai-Shek. Dr. H. H. Kung, finance minister and acting head of Nationalist government, addresses American listeners in the exclusive NBC presentation.

1937

Jan.: South American stations start rebroadcasting NBC's Metropolitan Opera programs.

May 6: Hindenberg disaster at Lakehurst, N. J., covered with interviews and on-the-scene post-accident descriptions. Eye-witness account of fire and crash made by Herb Morrison of WLS Chicago and recorded by Charles Nehlsen for that station, subsequently broadcast by NBC, first transcription ever put on that network.

May 9: Edgar Bergen and Charlie McCarthy make their radio debut.

May 12: First coronation broadcast—King George VI and Queen Elizabeth of England.

Oct. 14: TV on 3-by-4-foot screen demonstrated to Society of Motion Picture Engineers.

Nov. 4: NBC Symphony Orchestra, first ever assembled and maintained by a U. S. broadcasting company, starts weekly series of full-length concerts.

Dec. 25: Arturo Toscanini conducts NBC Symphony Orchestra in first of a 10-concert series.

1938

March: Mobile TV vans operated by NBC make first remote pickup in New York.

March 12-14: Complete coverage of absorption of Austria by Germany from Vienna and other European capitals. For more than 24 hours NBC provided only radio link between Vienna and the United States.

June 22: Joe Louis-Max Schmeling championship fight given most extensive coverage in sportscasting history to that time—an NBC exclusive on 146 stations in the U. S., plus five shortwave stations to practically entire globe except Orient, with five sets of announcers describing fight in English, Spanish, Portuguese and German.

Sept. 12: NBC devotes 90 minutes of network time to Hitler's Nuremberg address.

Sept. 27: Bob Hope starts radio series.

Sept. 29: NBC broadcasts full official text of Four-Power Agreement 46 minutes ahead of its nearest competitor, with Max Jordan reading the communique in English.

1939

Jan. 27: NBC-RCA demonstration of electronic TV in Washington.

Feb. 9: First broadcast account of passing of a Pope—Pope Pius XI.

March 11: Coronation of Pope Pius XII—first ceremony of its kind on air.

April 22: World premiere of *The Old*

KGW carries the weight in the Oregon Market DAY or NIGHT
TOTAL BMB FAMILIES
From 1949 BMB Survey
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KGW 350,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,630
NIGHTTIME
KGW 367,370
Station B . . . 336,220
Station C . . . 307,970
Station D . . . 295,440
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AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

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Contact EDWARD PETRY CO
WBAL

Maid and the Thief, opera commissioned by NBC and written especially for radio by Gian-Carlo Menotti.

April 30: NBC starts regular daily TV program service in New York area with telecast of opening of New York's World Fair by President Roosevelt, first video broadcast of a Chief Executive.

May 3: First studio program from Radio City over W2BS (now WNBT) in regular public service.

May 8: Duke of Windsor breaks two-year silence to plead for peace in exclusive NBC broadcast from battlefield of Verdun.

May 13-June 15: Series of 34 broadcasts covering American visit of British King and Queen.

May 17: First baseball telecast—Princeton vs. Columbia—from Baker Field, New York.

May 20: First U. S. TV relay over telephone wires—telecast of Six Day Bicycle Race from Madison Square Garden.

June 1: First telecast of a professional boxing contest—Lou Nova vs. Max Baer at Yankee Stadium.

June 20: Inauguration of 10-hour weekly TV schedule.

July 13: NBC first major network to apply for FM station.

Aug. 26: First major league baseball game telecast—Brooklyn Dodgers vs. Cincinnati Reds at Ebbets Field, Brooklyn.

Aug. 29: NBC sends Hilmer Baukhage to Europe—first network to send war correspondent abroad.

Sept. 3: British declaration of war on Germany broadcast by Prime Minister Chamberlain. France's declaration of war broadcast by Premier Daladier. W. L. McKenzie King, Prime Minister of Canada, broadcast that Canada would answer the call of her sovereign.

Sept. 30: First football telecast—Fordham vs. Waynesburg—from Triborough Stadium.

Nov. 15: United Fruit Co. starts first sponsored series to Central America over NBC's International facilities.

Dec. 24: First broadcast from Siegfied Line. . . . Christmas Eve on Maginot Line broadcast.

1940

Jan. 11: NBC FM station, W2XWG New York, opens atop Empire State Bldg.

Feb. First all-country census of station preferences and listening habits made by NBC, with cards sent to 1,400,000 U. S. homes.

Feb. 1: FCC members witness in Schenectady pictures telecast from New York (130 miles away) and rebroadcast through automatic relay over first TV network of WNBT New York and WRGB Schenectady.

May 10: Neville Chamberlain broadcasts resignation as Prime Minister.

May 19: Winston Churchill makes first broadcast as Prime Minister.

June 10: Mussolini heard from Rome as Italy declares war on Allies.

June 17: Marshal Petain of France broadcasts French capitulation to Germans.

June 22: German-French Armistice proceedings described from Compiegne Forest, France.

June 24: Coaxial cable used for first time in program service by NBC in telecasting in New York the Republican National Convention in Philadelphia.

July 12: Niles Trammell elected NBC president.

Oct. 7: First broadcast between refugee children in New York and their parents in London.

Nov. 5: First telecast of Presidential election returns.

1941

Jan. 24: NBC's mobile TV relay units transmit program from Camp Upton, L. I., to New York via RCA automatic radio relay. Program simultaneously received in New York theatre where images 15-by-20-feet are projected on a motion picture screen.

April 6: First radio flash of German invasion of Yugoslavia and Greece.

April 15: NBC Sports Department formed under direction of Bill Stern.

May 6: Bob Hope plays first Armed Forces Camp Show (March Field, Calif.).

June 21: NBC first to broadcast news of German invasion of Russia.

June 27: NBC publishes first TV rate card.

NEW home of WLAK Lakeland, Fla., is a modernistic building which houses both studios and the transmitter. The NBC affiliate is owned and operated by S. O. Ward. WLAK operates fulltime with 1 kw on 1430 kc. The new building is suitably landscaped.

July 1: Commercial television starts, with four sponsors buying time on WNBT (formerly W2XBS) New York, first time-selling TV station.

July 23: Listening post established at Bellmore, L. I., to monitor news broadcasts from Western Europe and European Russia.

Aug. 14: Asiatic listening post set up in North Hollywood.

Oct. 4: Weekly shortwave broadcasts of major football games begun for benefit of military personnel throughout hemisphere.

Dec. 7: Radio alerts nation after Pearl Harbor.

Dec. 8: President Roosevelt's war message to Congress and the declaration of war broadcast on record-breaking world-wide hookup.

Dec. 8: Eyewitness account of first Jap bombing raid on Manila broadcast against background of anti-aircraft fire.

1942

Jan. 9: Blue Network separated from NBC and established as Blue Network Co. Inc.

Jan. 23: First mass education by TV initiated by NBC-RCA in training New York's Air Raid Wardens.

April 5: *Army Hour*—official weekly radio report of War Dept. to public—starts on NBC.

May 22: TV schedule cut to four hours a week as wartime measure.

July 6: *NBC University of Air* begins as first endeavor in U. S. network history to provide systematic subject matter with existing class-room instruction in American universities.

Nov. 1: All shortwave operations taken over by government through OWI.

1943

Jan. 26: John McVane's eye-witness account of Roosevelt-Churchill meeting at Casablanca read on air from London by Stanley Richardson.

May 10: John McVane, first radio man to enter Tunis after its fall, broadcasts from Algiers.

Aug. 18: First use of wire recorder in combat, bombing raid of Germanheld Bourget Field in France recorded in Flying Fortress and broadcast from London.

Oct. 25: First of TV series of Madison Square Garden sports events for special benefit of wounded servicemen in hospitals equipped by NBC with video receivers.

1944

March 1: NBC announces plans for nationwide TV network.

June 6: NBC first with flash on allied invasion of Europe. All commercial programs cancelled for uninterrupted flow of news from Normandy beaches. President Roosevelt leads nation in D-Day prayer.

June 13: NBC's special bond day—21-hour continuous broadcast climaxed with 90-minute all-star show starts NBC's Fifth War Loan campaign.

Oct. 1: "Welcome Home" Auditions, offered free to members and former members of Armed Forces, with audition records sent to NBC affiliate stations in home areas of persons auditioned.

1945

Feb. 7: Bert Silen, announcer liberated from Santo Tomas, broadcasts recapture of Manila on NBC.

April 12-15: News of death of President Roosevelt followed by 3½ days of broadcasting confined to appropriate music, news and memorials, with schedules disrupted and all commercials cancelled.

May 8: V-E Day celebration takes over network, with all commercial programs cancelled for the day.

Aug. 14: Max Jordan again scores beat with broadcast from Basle, Switzerland, of arrival there of Jap surrender papers.

Sept. 1: NBC Reporter Merrill Mueller broadcasts "on the spot" description of Japanese surrender on the deck of the USS Missouri in Tokyo Bay.

Sept. 9: WNBT telecasts films of Jap surrender.

Oct. 25: NBC gives first public demonstration of RCA-developed ultrasensitive image orthicon TV camera tube.

Dec. 1: Army-Navy football game telecast on WNBT from Philadelphia via coaxial cable.

1946

March 25: NBC telecast opening sessions of UN Security Council at Hunter College, New York.

June 19: Louis-Conn heavyweight championship fight at Yankee Stadium

(Continued on page 84)

Jackson's economy is completely diversified . . . which means a steady, prosperous market. Your best way to reach this big, busy, ready-to-buy market is through the use of Mississippi's most listened-to station . . . Hooper-high WJDX.

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

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PLUS THREE—A great new arrangement on commercials for advertisers!
PLUS FOUR—An outstanding new promotion and merchandising plan!
PLUS A DOZEN—Write, wire or phone KMBC-KFRM or your nearest Free and Peters colonel!

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KFRM for Rural Kansas

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WEAW POLICY

No Functional Music Pacts

"ALTHOUGH we feel that such service is within the rules and regulations of the Commission," Edward A. Wheeler, president of WEAW (FM) Evanston, Ill., last week stated WEAW "does not now have, and has never in the past had any arrangement with anybody for the provision of program service on a functional music service basis."

WEAW was incorrectly listed among stations which hold or have held contracts for functional music service in the June 11 BROADCASTING • TELECASTING story on Court of Appeals action in the transit radio case in Washington, D. C. FCC currently is studying the functional music services and has under consideration statements on such operations from about a dozen FM outlets [BROADCASTING • TELECASTING, May 31].

WLBJ Now on 1410 kc

WLBJ Bowling Green, Ky., now operates on 1410 kc with 5 kw day, 1 kw night. Shift of the station, owned and operated by Bowling Green Broadcasting Corp., was completed June 17 from its old frequency of 1340 kc, 250 w. WLBJ, which celebrated its 11th anniversary last Tuesday, is an MBS affiliate and is owned by L. B. Jenkins. Manager is Ken D. Given.

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FCC actions

JUNE 22 THROUGH JUNE 28

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 25 Applications . . .

ACCEPTED FOR FILING

AM—900 kc

KFAL Fulton, Mo.—CP to increase power from 250 w to 1 kw and install new trans.

AM—1460 kc

Freeport, Tex.—CP for new AM station on 1490 kc 250 w unl. AMENDED to change name of applicant from Kelly Bell and J. C. Stallings d/b as Brazosport Bcstg. Co. to Kelly Bell, J. C. Stallings and H. F. Twombly d/b as Brazosport Bcstg. Co. and change from 1490 kc 250 w unl. to 1460 kc 500 w D.

Modification of CP

KSGM Ste. Genevieve, Mo.—Mod. CP to change frequency, increase power and install new trans. and DA-DN for extension of completion date.

WSGN-FM Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

WCUM-FM Cumberland, Md.—Same.

WRVC (FM) Norfolk, Va.—Same.

WBCA (FM) Schenectady, N. Y.—Mod. CP authorizing changes in FM station for extension of completion date.

WTTV (TV) Bloomington, Ind.—Mod. CP new TV station for extension of completion date to 1-1-52.

WATV (TV) Newark, N. J.—Same to 1-9-52.

License for CP

WEVD-FM New York—License for CP new FM station.

FM—106.1 mc

WSTP-FM Salisbury, N. C.—CP to change from 106.5 mc 20 kw to 106.1 mc 20.960 kw etc.

APPLICATION RETURNED

KDLK Del Rio, Tex.—RETURNED application for assignment of license to a new partnership.

KHMO UNION

NLRB Dismisses Petition

A UNION petition involving representation of five announcer-control room operators of KHMO Hannibal, Mo., was dismissed last week by the National Labor Relations Board.

The union, IBEW, Local 1272, AFL, sought to represent the five employes as a unit separate from straight announcers or, alternately, to have these five employes added to the unit of radio engineers the union currently represents.

KHMO contended that all employes with announcing duties should be included in the same unit apart from any other employes.

After reviewing duties of the employes, NLRB found that their principal job was announcing and that the appropriate representation would be one embracing all announcers. NLRB concluded that since the local had not made a sufficient showing of representation as to announcers, it therefore dismissed the petition.

June 26 Decisions . . .

ACTIONS ON MOTIONS

By Comr. E. M. Webster

WJBF Augusta, Ga.—Denied petition insofar as it requests dismissal without prejudice of application, but petition granted insofar as it requests dismissal of said application.

WOL Washington, D. C.—Granted petition to continue hearing from July 10 to Oct. 10 in Washington, re its application for renewal of license for synchronous amplifier located in Silver Spring, Md.

WHIP Mooresville, N. C.—Granted petition to dismiss without prejudice his application.

WJDX Jackson, Miss.—Granted petition for continuance of consolidated hearing on its application and that of WGGA from July 31 to Oct. 1 in Washington.

WNOE New Orleans, La.—Granted petition for dismissal without prejudice of application and dismissed as moot motion for continuance of consolidated hearing in re his application and those of KTHS and KGRH.

Suburban Bcstrs., Jackson, Mich.—Granted petition to dismiss as moot petition requesting rehearing of grant of renewal of license of WJIM Inc., Lansing, Mich.

Waldo W. Primm, Sanford, N. C.—Dismissed as moot petition to reconsider Commission action of March 7, granting application of Royal Bcstg. Co., Lancaster, S. C., as his pending application has been amended to specify 1290 kc.

KSMN Mason City, Iowa and KEYD Minneapolis, Minn.—Granted petition of KSMN to dismiss without prejudice its application; and Commission on own motion removed from hearing docket and returned to pending file until after conclusion of hearings re clear channels and daytime skywave transmissions the application of KEYD.

Chief, Broadcast Bureau—Granted petition for extension of time to June 19 within which to file proposed findings re applications of KXLA Pasadena, Calif.

American Communications Assoc. and The U.S. of America—Granted petitions for leave to intervene in proceeding in Docket 9980, in matter of charges, etc. in connection with interstate telegraph service of the Western Union Telegraph Co.

By Hearing Examiner Elizabeth Smith

KJAY Topkea, Kans.—Granted petition for extension of time from June 25 to July 5 within which to file proposed findings on engineering phases involved in his application.

Radio California, Sacramento, Calif.—Granted petition insofar as it requests continuance of consolidated hearing for a period of not less than 30 days, re its application and that of Capitol Radio Enterprises and hearing was continued from July 9 to Aug. 8; dismissed as moot petition insofar as it opposes petition of Capitol Radio Enterprises to change place of hearing and adjust hearing date.

By Hearing Examiner J. D. Bond

WHOB Gardner, Mass.—Granted petition for continuance of consolidated hearing from June 26 to July 24 in Washington re its application and that of City Bcstg. Corp.

By Hearing Examiner Fanney N. Litvin

WHDH Boston, Mass.—Granted petition for extension of time to June 2 within which to file proposed findings in matter of petitions of WHDH and KOA and application of WXKW.

By Hearing Examiner Hugh B. Hutchison

KLMR Lamar, Col.—Granted petition for leave to amend application by including therein a substituted Exhibit showing proposed nighttime horizontal pattern, etc., and application, as amended is retained in hearing status.

BY THE SECRETARY

WSBB New Smyrna Beach, Fla.—Granted license for AM station on 1230 kc 100 w unl.; cond.

KONO San Antonio, Tex.—Granted license for installation new trans. (alternate) for night only; cond.

WSAP Portsmouth, Va.—Granted license for installation of new aux. trans.

WFPL Louisville, Ky.—Granted license for noncommercial educational FM station, 89.3 mc 150 w ant. 360 ft.

WFNC Fayetteville, N. C.—Granted mod. CP to install FM ant. on top of northwest AM tower; cond.

Following were granted mod. CPs for extension of completion dates as shown: KNBR North Platte, Neb. to 8-15-51; WGAF Valdosta, Ga. to 10-1-51; WBUD Trenton, N. J. to 12-23-51 cond.; WHO Des Moines to 10-1-51 cond.; WSUN St. Petersburg, Fla. to 11-15-51.

WMFS Chattanooga, Tenn.—Granted mod. CP to change type trans.; cond.

KFRB Fairbanks, Alaska—Granted license for aux. trans.

WHBF Rock Island, Ill.—Granted CP to install new trans.

WCHS Charleston, W. Va.—Granted CP to install new trans.

KRKO Everett, Wash.—Granted license for changes in DA pattern.

WNAG Grenada, Miss.—Granted CP to install new trans.; cond.

KWTN Crystal City, Tex.—Granted mod. CP for approval of ant., trans. and main studio locations and change type trans.

WFIN-FM Findlay, Ohio—Granted CP to change ant. height from 245 ft. to 240 ft.

KDON Santa Cruz, Calif.—Granted CP to install old main trans. at present location of main trans. to be used as an aux. on 1460 kc 1 kw (DA-1).

The Radio Voice of New Hampshire Inc., Manchester, N. H.—Granted request to cancel license and delete remote pickup KA-3070.

Chambersburg Bcstg. Co., Chambersburg, Pa.—Granted request to cancel license and delete remote pickup KGB-378.

June 26 Applications . . .

ACCEPTED FOR FILING

AM—1580 kc

WBUT Butler, Pa.—Special service authorization to operate 6:30 a.m. EST to sunrise for period ending 3 a.m. EST, May 1, 1954.

AM—740 kc

WBAM Montgomery, Ala.—Mod. CP new AM station to increase power

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from 250 w to 50 kw on 740 kc etc.

AM—790 kc

WGRA Cairo, Ga.—CP to change from 1300 kc to 790 kc etc.

AM—1320 kc

KSIJ Gladewater, Tex.—CP to change from 1430 kc 1 kw D to 1320 kc 1 kw-D 500 w-N DA-N AMENDED to change DA system.

License for CP

WMTE Manistee, Mich.—License for CP new AM station and specify studio location.

WIOD-FM Miami, Fla.—License for CP new FM station.

WMIN-FM St. Paul, Minn.—License for CP new FM station.

Modification of CP

WBEN-FM Buffalo, N. Y.—Mod. CP new FM station for extension of completion date.

KANU (FM) Lawrence, Kan.—Mod. CP new non-commercial educational FM station.

KONO-FM San Antonio, Tex.—Mod. CP new FM station for extension of completion date.

Modification of License

WLAW-FM Lawrence, Mass.—Mod. license to specify an additional main studio in Boston.

License Renewal

WABE (FM) Atlanta, Ga.—Renewal of license for non-commercial educational FM station.

APPLICATIONS RETURNED

KSWB Yuma, Ariz.—RETURNED application for mod. CP new AM station for approval of ant., trans. and studio locations.

WMME Menomonie, Wis.—RETURNED application for license to cover CP new AM station etc.

June 27 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Paul A. Walker

Trans-Pecos Bcstg. Co., Ft. Stockton, Tex.—Denied petition requesting leave to intervene in matter of revocation of CP of KFST Ft. Stockton, Tex.

By Hearing Examiner Basil P. Cooper

WELS Kinston, N. C.—Granted petition for leave to amend application, to show mean sea level height of proposed towers to be 267 ft. instead of 250 ft.

By Hearing Examiner Elizabeth C. Smith

Acting Chief, Broadcast Bureau—Granted petition for extension of time from June 25 to July 16 within which to file proposed findings re applications of Ionia Bcstg. Co., Ionia, Mich., and Seneca Radio Corp., Fostoria, Ohio.

June 27 Applications . . .

ACCEPTED FOR FILING

License for CP

WACL Waycross, Ga.—License for CP new AM station.

Modification of License

WLAW Lawrence, Mass.—Mod. license to maintain an additional main studio in Hotel Bradford, 275 Tremont St., Boston, Mass.

Modification of CP

WRJW Picayune, Miss.—Mod. CP to increase power, install new trans. and change ant. system for extension of completion date.

KOB-TV Albuquerque, N. M.—Mod. CP new TV station for extension of

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Reliable, steady commercial manager for 1 kw independent midwest station. City 30,000. Draw and commission. Box 100K, BROADCASTING.

Salesmen

Commercial manager—Aggressive 1 kw station in good southeastern market, fulltime, net-affiliated, seeks experienced radio salesman with supervisory ability and southern background or experience. Good base with incentive plan for man who will work into our plan of operation. Box 17K, BROADCASTING.

Permanent sales position. One station market. Station on air over 25 years. Protected account list. Station within 60 miles of Chicago. 15% commission with guaranteed draw. Box 33K, BROADCASTING.

Salesman, one who can offer honesty, neatness and pleasing personality combined with top radio knowhow in exchange for extremely pleasant position in attractive town noted for its fine living conditions. Unlimited opportunity for right man. Must have car. Box 137K, BROADCASTING.

Salesman or sales manager. 250 watt middle east network affiliate. Rush references and full particulars. Box 168K, BROADCASTING.

Head salesman wanted—New England area. 15% commission $75 guaranteed draw. Reply Box 176K, BROADCASTING.

Have opening for salesman who wants to do some announcing. ABC affiliate, 3 oil refineries of major companies located here. Send disc, snapshot, letter air mail to KVOC, Casper, Wyoming.

Salesman for dual net station. Excellent working conditions, guaranteed base plus commissions. Details first letter. WDYK, Cumberland.

Aggressive salesman who knows the radio sales game has an opportunity to make money with a livewire network station located in a good market. Good salary and commission to producer. Contact Tom W. Talbot, Manager, WJJL, Niagara Falls, New York.

Salesman, metropolitan market, 15%, good draw. Car necessary. Contact Willard Belote, WTJH, East Point, Georgia.

Announcers

Singing announcer—Southeastern station putting accent on live talent wants announcer with ability to sell and entertain on the mike, combining pop vocals with routine announcing and deejay work. Adequate salary to start, plenty opportunity to increase it by producing results for station. Box 18K, BROADCASTING.

Staff announcer, qualified for all-round duty by experience or training, wanted by progressive 1000 watt independent near Chicago. News gathering ability desirable. Personal interview essential. Box 105K, BROADCASTING.

Announcer-engineer first phone, 250 watt Mutual, 40 miles Atlanta. Give full particulars. Box 114K, BROADCASTING.

Radio announcer leading middlewest regional radio-television station. Prefer personality with disc jockey experience. State age, family, military status, education, previous experience, references. Box 139K, BROADCASTING.

Announcer-engineer for Louisiana station. Experience desired but not necessary. Box 160K, BROADCASTING.

Help Wanted (Cont'd)

Wanted, announcer-copywriter for one thousand watt fulltime midwest affiliate. Interview necessary, act quickly. Box 170K, BROADCASTING.

Do you live in Oregon, Washington or midwest? Do you want to improve your position? Northern California 5 kw station is adding one announcer and one news reporter. Send complete background, ability and desires. Box 179K, BROADCASTING.

Combination announcer-engineer, first class ticket. Virginia daytime independent. Experience desired but not necessary. Call Warsaw, Virginia 690 for discussion and further information.

Announcer-engineer. First phone. Sixty dollars. Contact Ted Rand, KDRS, Paragould, Ark.

Announcer-engineer. Starting salary $70.00 week, with increases to follow determined by your ability. Send disc. Salesman also needed. Radio station KLIC, Monroe, La. Phone 3-4617.

Announcer-salesman: Excellent opportunity for aggressive "salesgetter" on 1 kw indie in major southern market. Twenty hours air work per week. Send disc or tape plus sales references and all details first letter to Robert Murphy, WBOK, New Orleans, La.

Experienced announcer for 1000 watt daytime station. Send disc and complete details to WDBL, Springfield, Tenn.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Experienced announcer. One of America's pioneer stations has opening for experienced announcer strong on news and sports. Good wages, talent. Send audition, photo and letter of qualifications to Station WFDF, Flint, Michigan.

Combination announcer-engineer wanted by 1000 watt NBC affiliate located in heart of citrus region of Florida. No engineering experience required, but must hold first class license. Southern man preferred. William P. Lee, WLAK, Lakeland.

Announcer wanted—dependable, conscientious staff man. No play-by-play. Must have at least one year staff experience. Send details, audition. WPIC, Sharon, Pa.

Sound operation needs announcer with first class ticket. Permanent position. Full information on request. Send full details Manager, WTWN, St. Johnsbury, Vermont.

Technical

Position open! Transmitter engineer. Immediate opening. Car necessary. Northern Michigan. Box 92K, BROADCASTING.

Engineer, first class ticket. No experience necessary. Permanent job. Virginia station. Box 101K, BROADCASTING.

Engineer or combination, 250 watter. 90 miles from N. Y. Box 106K, BROADCASTING.

Wanted: Chief engineer for fulltime commercial FM station in north central states. Must have thorough technical training and experience in maintenance, control room, taping and remotes. Man experienced with Westinghouse transmitter preferred. Permanent job, guaranteed salary. Box 107K, BROADCASTING.

Local South Carolina network station needs first class operator. Experience not necessary. No announcing. Complete details first letter. Box 157K, BROADCASTING.

Help Wanted (Cont'd)

Engineer, mature, experienced, capable of taking charge of 1000 watt station. One who is accustomed to doing a good job on maintenance. Must have car. Position offers security and good living conditions in attractive town. Box 138K, BROADCASTING.

Wanted—Engineer, announcer-engineer preferred. Experience desirable but not essential. 250 watt middle east network affiliate. Box 167K, BROADCASTING.

Husband-wife team. Man with good voice and first phone for combo position. Woman to head copy dept. Some experience. Good opportunity progressive 250 net affiliate. Rush salary requirements, disc, full details. Box 551, New Bern, N. C.

Wanted—Combination first class engineer-announcer. Salary according to ability. Contact Pat Jeter, Chief Engineer, Radio Station KFLD, Floydada, Texas.

Combination chief engineer and announcer wanted. Must be tops in both. Want married man who is looking for permanence. Salary based on experience. Contact me quickly. Orth Bell, General Manager, KLMR, Lamar, Colorado.

KPET in Lamesa, Texas has just lost first engineer in 4 years. Need a replacement at once. 40 hours, some combination. Bob Bradbury, Manager.

Progressive LBS station in college city has immediate opening for first class engineer. Prefer combination man, but not necessary. Good salary. Ideal working conditions. Contact WAUD, Auburn, Alabama.

Transmitter operator, first phone, experience unnecessary, for 250 watt station. Inquire WBTA, Batavia, New York.

Wanted. First class engineer or engineer-announcer. Prefer experienced maintenance man. Reasonable salary. Good living conditions. Reply WBUY, Lexington, N. C.

First phone-announcer. $75.00, 44-hour week start. WCTA, Andalusia, Alabama.

Wanted—First phone transmitter engineer. Experience not necessary. Details first letter. Contact immediately M. J. Craig, WGCD, Chester, S. C.

Chief engineer-combination man for 5 kw MBS affiliate. Will pay $100.00 per week. Write complete details first letter. WKNK, Muskegon, Michigan.

First class transmitter operator for WKAL, Rome, New York. Possibility of future transfer to WKTV or TV affiliate. Contact D. T. Layton, WKTV, Box 386, Utica.

Wanted — Transmitter engineer with first phone, experience not necessary: $50.00 weekly; Chief Engineer, WLBB, Carrollton, Ga.

Production-Programming, Others

Wanted, experienced draft exempt program director with $5,000 cash for investment in new 1 kw station in south Florida. Box 166K, BROADCASTING.

Writer—with ideas, showmanship, imagination, and solid sell for a midwest NBC regional. Even if you're in a smaller operation, here's a well paying, creative opportunity in a market of 150,000. Send samples and details to Box 169K, BROADCASTING.

Copywriter needed for progressive station. Ideal working conditions in a friendly town. Experience preferred, but college training in lieu of this accepted. Write, including recent snapshot, copy sample and expected salary, Dave Button, KSVP, Artesia, New Mexico.

Situations Wanted

Managerial

Manager—sales manager, 20 years complete radio management, sales, advertising and program experience. Mature, responsible, dependable, community minded with past record of increased profits. National agency contacts. Family man, college graduate, desires manager position in middle Atlantic or midwest area. Box 945J, BROADCASTING.

Manager-commercial manager with proven sales record. Experienced all phases radio operation. College graduate, promotion and civic minded. Has cash to invest or purchase control in AM operation. Prefers tough market. Box 57K, BROADCASTING.

No genius . . . just thoroughly experienced in all phases of good clean radio . . . strong on sales. Successfully managed 250 watt network affiliate and 1 kw independent. 32 years old, married, one child. Best references furnished from all former employers. Desire manager's job with good return following proven results. Prefer southwest, but not immune to other locations. Well known in Texas radio. Would consider investing in right deal. If your station has any possibilities and you are interested write or wire Box 89K, BROADCASTING.

Station manager, looking for station with progressive owners. Came up through the ranks in radio. Knowledge based on practical experience and three college years. Presently employed, minimum salary considered $7,000 yearly. Box 149K, BROADCASTING.

Manager, sales manager. 16 years broadcasting experience. Constructed 2 stations. Know all departments. Engineer. Presently employed as manager. Available 60 days. Desires midwest. Mature, responsible business man. Have good record in sales and management. Family man. Write Box 156K, BROADCASTING.

Assistant manager at established station, preferably in midwest or Pacific area. Twenty years in radio, including; station construction, engineering, announcing, sales, copywriting and management of "local" stations. Can supervise and accept responsibility. Will give good service in return for reasonable salary and opportunity to learn and apply progressive management practises. Available soon. Box 158K, BROADCASTING.

Manager who can produce more profit. Seventeen years in broadcasting including ownership, management, programming, announcing, engineering, presently managing small city network station. Box 163K, BROADCASTING.

Station manager-commercial manager. Currently employed executive sales position top independent in one of nation's first 10 markets, desires station manager's position in smaller metropolitan market. New England, middle Atlantic preferred. Local and national sales experience, sales promotion, programming. Married. College graduate. Personal interview requested. Box 175K, BROADCASTING.

Salesmen

Announcer-salesman, clean record, details by letter, audition. Box 130K, BROADCASTING.

Salesman - announcer. Presently employed at same station where commercial manager, salesman and announcer for past five years. 31, 2 children, sober, reliable, best of references, veteran, car. Demand commission. Before or after hours announcing appreciated but not necessary. Box 150K, BROADCASTING.

Announcers

Stop! Dirt cheap! Draft exempt young man desires to train as announcer or combo man, also learn continuity. Disc and photo. Box 846J, BROADCASTING.

Experienced, versatile announcer, single, age 22, draft exempt vet. Desires opportunity develop special aptitude news, sports, western disc show. Smooth board and team man. Effective delivery. Air check available. Box 71K, BROADCASTING.

Top newscaster and editor with 12 years announcing background wants permanent job eastern city. Family. Presently employed 50,000 watt station. Available July 15. Box 82K, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-salesman: Familiar with all phases of radio including control board. Knows sports, some experience. Veteran, married, no children, willing to travel, disc available. Box 99K, BROADCASTING.

Announcer and/or copywriter. Thoroughly experienced all phases of programming, traffic, announcing, writing. Live audition or disc. Vet (no reserve) single, 25, New England only. Box 102K, BROADCASTING.

Staff announcer. Experienced. College graduate. Capable. Operates board. Veteran. Young. Prefers east or south. Box 104K, BROADCASTING.

Frankly speaking: Three years radio-dramatic, deejay/events. $60. Exempt. Box 134K, BROADCASTING.

Experienced announcer, music, news, dramatics. Want TV or radio job. Box 141K, BROADCASTING.

Available July 1st! Two metropolitan New York announcers, draft exempt, both family men. Desire progressive outlet. If opening definite, will travel. Box 145K, BROADCASTING.

Announcer, versatile, vet, family, college. Employed metropolitan station, personal interview. Box 146K, BROADCASTING.

Rusty but right. Experienced radio and TV announcer. Married, with family. Strong on personality shows. Live and disc, will re-enter business for right job. Box 148K, BROADCASTING.

Announcer, experienced in all phases of radio broadcasting, desires steady dependable job. Excellent voice. Available immediately, draft exempt, age 23, negro. Disc and photo available. Box 152K, BROADCASTING.

Try me! Disc specialty, hillbilly, pop, 30, married, draft exempt, college, seven years experience. Friendly, dependable seller. Qualified PD. Will go anywhere for $100 weekly. Box 154K, BROADCASTING.

Hillbilly DJ. Announcer, news, commercials. Musical knowledge. Know and like hillbillies. Looking for right permanent spot. No "stuffed shirt" station. Details, transcription on request. Available, one week. Box 159K, BROADCASTING.

Staff announcer. Experienced, responsible. Have clean-cut disc show on air which is original, different. Good friendly selling voice. Leave two weeks notice. College graduate, draft exempt. Audition disc available. Box 162K, BROADCASTING.

Attention: Eastern stations. Announcer, experienced commercials, news, DJ, handle copy, know board. Exempt vet, married, 28. Box 171K, BROADCASTING.

Experienced announcer in all phases of radio, presently employed, married, draft exempt. Some shows sponsored solely on my ability (one a sports show in its 3rd year). Am interested in position in eastern met city. Personal interview and audition on request. Box 174K, BROADCASTING.

Dependable, ambitious, energetic announcer, MC, special events director and former program director. Desires contact with larger station in midwest. Presently employed 5000 watt network station. Five years experience. For story and picture see Page 89 Broadcasting, June 25th. Veteran not subject to military service. Box 181K, BROADCASTING.

Experienced, draft exempt newscaster, DJ-announcer. First phone ticket. Car. Topflight network caliber in announcing programming and engineering. Minimum $70. Prefer 100 miles of N. Y. C. or southern California, but consider any station with future. Ed Mitchell, 528 East 29th Street, Paterson, N. J.

Combination man. Network experience. First phone. Emphasis on announcing news, commercials. Vet, single, draft exempt. Florida preferred. William Rogel, 1275 Grant Avenue, N.Y.C., N. Y.

Versatile announcer-sportscaster, strong play-by-play all sports and newscasting. Three years experience. Married, draft exempt. Ken Sanford, 2035 Cresson Avenue, New York 53, N. Y.

Technical

Twenty years experience. Highly qualified. Permanent south, southwest. $90 minimum. Box 14K, BROADCASTING.

Phone first, salary, hours, first letter, available. Box 36K, BROADCASTING.

Situations Wanted (Cont'd)

Northeast-midwest: Licensed engineer, veteran, 27, six years experience (mostly 5 kw), seeks progressive AM and or start in TV transmitting. No combination or small operation. Will start at sixty-five weekly after two weeks notice. Permanent. Box 140K, BROADCASTING.

First class operator, draft exempt, single. Preferably low wattage station. Box 144K, BROADCASTING.

First class operator, draft exempt. Prefer New England, small station. Box 172K, BROADCASTING.

1st phone combo. Experience 5 kw. Board work, married vet. State salary, hours, living conditions first letter. Southwest. Minimum $60. Box 173K, BROADCASTING.

Available after July 15. First phone, single, age 26, draft exempt. Now employed. Box 180K, BROADCASTING.

First phone, graduate top announcing school. Married. Draft exempt. Wants combo job Wisconsin or nearby. Available Aug. 7. Disc and details on request. Box 182K, BROADCASTING.

Colored vet. Age 30, first radio-phone license. Broadcast transmitter experienced. Employed at present by local broadcast station. Desires change. Available after one week notice. Contact J. Allen, P. O. Box 374, Laurinburg, N. C.

Radio operator with thirty-two months experience available upon weeks notice. No announcing. Vet, single, prefer south. Address Travis Gunter, 66 Greenville St., Newnan, Ga. or phone 1403 between twelve and one P.M.

Production-Programming, others

Program director, experienced all phases including publicity-promotion. Progressive programming. Looking for permanent, solid position. Married, two children. Box 13K, BROADCASTING.

Staff organist—thoroughly experienced. Write Box 70K, BROADCASTING.

Versatile continuity writer, woman's feature announcer, account servicer. Excellent references. Southwest preferred. Box 80K, BROADCASTING.

Advertising executive presently employed as assistant radio-TV director of national 4A agency in major metropolitan center desires director's job with small agency preferably in midwest or as executive with substantial radio or TV station. Experienced in sales, programming, production, public relations and network announcing. College graduate. Married. Ambitious. 31. $8000 to $10,000 bracket. Box 98K, BROADCASTING.

10 years of solid commercial radio and TV experience as department manager and writer for top midwestern stations. This experience has paid off for others. Can you use it? Write Box 142K, BROADCASTING.

Want more than just a PD? Want supervisor experienced all phases advertising, production too? Have successful record local, regional stations. College education. Excellent recommendations. Veteran. Looking for executive job in bigger city with progressive station which believes in getting results for sponsor. $400. Box 147K, BROADCASTING.

Program director; experienced production, promotion, programming, writing, announcing. Headed program, news, sports departments. Baseball play-by-play. References. Family man. Desires midwest position. Box 177K, BROADCASTING.

Continuity director capable of announcing, board operation, news writing and reporting. 3 years experience, knowledge of programming traffic. Draft exempt. Single, available immediately, good references. Write Charles Read, 15 Third St., Northwest, Oelwein, Iowa, Phone Oelwein 1345W.

Television

Announcers

Seek TV opportunity. 5 years experience. Responsible MC, topflight announcer, DJ, actor. Single, veteran. Currently employed major network affiliate. Prefer personal interview. Box 132K, BROADCASTING • *TELECASTING.*

Situations Wanted (Cont'd)

Technical

Ex GI, 1st class phone. No experience. Single. 24. amateur. Experience, without car. Box 136K, BROADCASTING • *TELECASTING.*

For Sale

Stations

Prosperous eastern 250 watter-one station market. Earning over 25% on asking price. $145,000. No brokers. Box 178K, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Western Electric limiter, model 1126-C, in perfect condition. Price $395. Also, brand new FM receiver, REL model 646-B in original factory carton. Price $275. Both items guaranteed. Engineering information available on either item. Box 97K, BROADCASTING.

Three (3) complete Universal RMC reproducer groups with extra new Universal head used short time, good condition. $150.00. Box 131K, BROADCASTING.

Attention: Traffic departments! For sale, thirteen drawer Acme visible record cabinet. Holds 845 standard 8 x 5 inch cards. In perfect condition. Box 151K, BROADCASTING.

Tower 150' insulated base A-3 lighting Wincharger 101 two years old available for immediate shipment. Box 161K, BROADCASTING.

RCA 308-A field intensity meter. KFNF, Shenandoah, Iowa.

GE 250 watt BT-1-A transmitter, GE FM monitor, single GE FM do-nut, GE model 4-FA-14AI line equalizer, 100 lbs. #10 soft drawn bare copper wire, approx. 2,200 feet. Make offer on all or any item, available result of merger. WJLK, Asbury Park, N. J.

Microwave equipment. Three General Electric TL-1-A 2000 megacycle video microwave links complete with lines and six foot parabolas now operating in intercity relay system. Can be used also for studio- transmitter video links. Also one 240 foot and one 200 foot guyed relay towers. One General Electric BL-2-A 1000 megacycle S.T. audio link complete with six foot parabolas. All equipment in like-new condition and available August first. Contact Lee G. Stevens, Chief Engineer, WLAV-TV, Grand Rapids, Michigan.

300-ft., 4 leg, self supporting Blaw-Knox tower, complete with insulators and all lighting equipment. Available now. In excellent condition. Good bet for TV. Call, write or wire Ken Given, WLBJ, Bowling Green, Kentucky.

One kw used Gates model BC-1E transmitter, like new, for sale. R. H. Thompson, WWNS, Statesboro, Georgia.

Two Presto 6-N's. Like new. Also two 50 watt RCA amplifiers. Bill Connor, 214 Vine Ave., Park Ridge, Ill.

RCA 1 kw FM transmitter, 2 section pylon, Hewlett Packard FM monitor, 106 ft. Truscon tower. Combination price, $5,500.00. Address Charles W. Hoefer, Aurora (Ill.) Beacon-News.

Wanted to Buy

Equipment etc.

Stand-by AM transmitter 100-1000 watts. Reply CFBC, Saint John, N. B.

Will buy any good one kw transmitter, air cooled. Contact KTRN, Wichita Falls, Texas.

Tower self-supporting, approx. 180' new or used Truscon preferred. Jones, WJET, 1607 Oak Street, Youngstown 6, Ohio.

Wanted to buy: 250 watt FM transmitter. Prefer RCA or GE. Must have monitor and bay. WVOP, Vidalia, Georgia.

Wanted to Buy

Need one good, used 1 kw transmitter. Guarantee Radio Supply Co. Laredo, Texas.

10 kw FM transmitter. Must comply with FCC specifications. Write Univ. of Wisconsin Purchasing Dept., Madison, Wisconsin.

Employment Service

OBSCURE TIME SALESMAN BECOMES STATION MANAGER

A successful salesman of a hard-to-sell station came to Broadcasters' Executive Placement Service. He wanted to sell for a larger station in a less competitive market. We thought he was management material. More important, in just three weeks we found a station owner who agreed. The result was an immediate increase of 30% in earnings, plus a share of profits, plus a management future.

We may be able to assist with the next move in your executive career. Every inquiry receives prompt, confidential and personal attention.

If you own or manage a station, large or small, AM or TV, we probably have the right answer for executive vacancies in your organization.

Howard S. Frazier
Broadcasters Executive Placement
726 Bond Bldg.
Washington 5, D. C.

Help Wanted

Announcers

Are You a **Good Announcer**

- **Unaffected Voice**
- **2 years experience**

Air mail letter of application to:
M. N. Bostick
KWTX, Waco, Texas

Situations Wanted

Managerial

Three top-level men available

Manager: **employed 1000 watt, fulltime, network, major market station. Fifteen years' successful management.**

Program-Production: **employed same station. 23 years independent and network operations; news and special events a speciality. Every show sponsored.**

Announcer-Producer: **d.j., promotion and publicity. Plenty of sell and originality. Five years.**

Available as team or individually.
BOX 183K, BROADCASTING

Announcers

NOW AVAILABLE

One of America's most experienced symphonic music announcers; also solid, successful newscasting background.

BOX 153K,
BROADCASTING

Production-Programming, Others

AVAILABLE JULY 31
PROGRAM DIRECTOR
(Sales, production, television, education, merchandising, station administration)
Currently employed major metropolitan station east.
BOX 133K, BROADCASTING

(Continued on next page)

For Sale

Stations

FOR SALE

Fulltime network affiliate in desirable single-station New England market out of TV area. Good earnings. Priced at $45,000 for quick sale. No brokers. Box 155K, BROADCASTING.

Wanted to Buy

Stations

* FLORIDA *

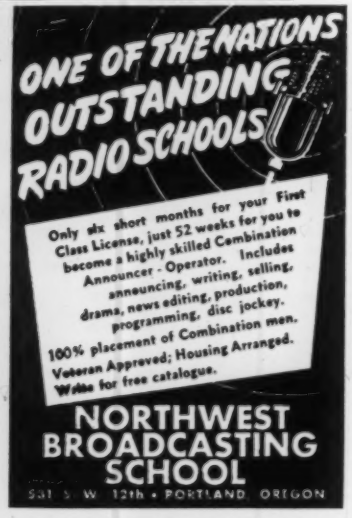
Three men: top level radio management, engineering and sales, looking for large or small market radio station in Florida. 250 watter up. Fulltime, daytime or network. Ready to act. Cash on the line. Box 72K, BROADCASTING.

Miscellaneous

for lease: radio & television school equipped with beautiful litte theatre, control rooms, etc.

address: Radio Arts Bldg.
5927 Sunset Blvd.
Hollywood 28, Calif.

School


ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS
Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.
100% placement of Combination men.
Veteran Approved; Housing Arranged.
Write for free catalogue.
NORTHWEST BROADCASTING SCHOOL
521 S. W. 12th • PORTLAND, OREGON

NBC's 25 Years

(Continued from page 79)

telecast in New York, Washington, Philadelphia and Schenectady via NBC, marking first use of portable equipment with image orthicon cameras on a regular TV program.

June 30: NBC newsmen report Operations Crossroads from Bikini, with bombardier of B-29 heard over the target and scenes following explosion described.

1947

Jan. 2: NBC TV cameras enter Halls of Congress for first time at opening of 80th Congress.

May 7: *Kraft Television Theatre* begins series still running.

June 27: WNBW, NBC's TV station in Washington, begins operations.

Sept. 13: Paving way for syndication of TV programs to non-interconnected cities, NBC announces special camera, developed with Eastman Kodak Co., for photographing video images off kinescope tube.

Sept. 30: World Series telecast for first time. Carried on NBC stations in New York, Philadelphia, Washington and Schenectady to estimated total audience of 3,962,000.

Oct. 5: First telecast from White House.

Oct. 9: Charles R. Denny Jr. joins NBC as vice president and general counsel after resigning as FCC Chairman. Elected executive vice president of NBC July 2, 1948.

Nov. 13: Bell System radio relay set-up between New York and Boston proves successful carrier of TV programs.

Dec. 27: *Howdy Doody* debuts on NBC-TV.

1948

Jan. 12: *Kukla, Fran & Ollie* join NBC-TV with completion of cable connection of eastern and midwestern TV hookups.

March 20: Toscanini conducts NBC Symphony in its first telecast.

June: "College by Radio" plan announced as part of vast adult education project. Controlled experiments started by WAVE Louisville and the U. of Louisville.

June 8: *Texaco Star Theatre* and Milton Berle start on NBC-TV.

June 21 and July 12: National political conventions at Philadelphia get full TV coverage, NBC devoting 54 hours of TV time to GOP, more than 41 hours to Democratic sessions.

Sept. 18: WNBQ, NBC's TV station in Chicago, begins test transmissions.

Sept. 20: NBC Midwestern TV Network opened.

Oct. 21: Ultra-Fax demonstrated in Washington. A million words a minute transmitted from WNBW (TV) to demonstrate results of combined efforts of RCA Labs, NBC Engineering Development and Eastman Kodak Co.

Oct. 31: WNBK, NBC's TV station in Cleveland, starts commercial operation.

1949

Jan. 20: Truman's inauguration is first one to be televised.

April 9: Milton Berle raises $1,100,000 in pledges for Damon Runyon Memorial Cancer Fund in 16-hour marathon telecast on NBC-TV.

July 21: Films of Sen. Tom Connally (D-Tex.) announcing Atlantic Pact ratification processed and shown on NBC-TV 65 minutes later, setting a new speed record.

Oct. 7: Niles Trammell elected NBC board chairman. Joseph H. McConnell elected president of NBC.

1950

Feb. 25: *Saturday Night Revue* starts on NBC-TV.

April 9: Bob Hope makes network TV debut.

July: NBC sends accredited newsreel correspondents to Korea, a TV "first."

July 6: *The Quick and the Dead*, NBC's four-part documentary on the atomic and hydrogen bombs, begins.

Nov. 3: NBC inaugurates new sales concept with Operation Tandem, enabling advertisers to buy participation in a group of evening programs.

Nov. 4: *The Big Show* with Tallulah Bankhead premiers as 90-minute Sunday evening radio series.

DUTCH PROGRAMS

Recorded Series Offered

NETHERLANDS Information Service, an agency of the Netherlands Government, is offering to radio stations a transcribed series of diversified Dutch music entitled *Holland Calling*. Series consists of 26 programs. 14:30 minutes each.

Holland Calling is produced in The Netherlands and pressed in New York by Gotham Recording Corp. There is no charge for the series. Records are sent express prepaid. Stations may retain the records for their library, or for donation to a school. Some 300 stations are now using the service, NIS reports. Address of the information service is 10 Rockefeller Plaza, New York 20.

WAGE POLICY

Panel To Report July 5

WAGE policy in the radio and television field may be determined this summer with a target date tentatively set for July.

A panel, appointed by the Wage Stabilization Board to consider wage stabilization in industries exempt from price ceilings, meets in Cincinnati July 5 to report on hearings it conducted in Washington early in June.

Radio-TV stations as well as a number of other industries and services are specifically exempted from price controls under Sec. 402 (e) of the Defense Production Act.

Majority of witnesses who appeared before the wage panel favored lifting of the wage freeze in those industries which do not come under price controls.

A widely circulated news report last week claimed that the panel would recommend the lifting of the wage freeze in the exempt industry category. WSB could not confirm this report and pointed out that the board, and not the panel, has the authority to "make final determinations on the problems on which it [the panel] received testimony."

STATION BREAKS

WCBS Announces New Policy

WCBS New York will sell station break announcements on a "fixed position basis," effective today (Monday), G. Richard Swift, general manager, announced last week. The "rotating station breaks policy" will be abandoned, he said.

Also announced was the availability of nighttime radio station breaks for 20 seconds transcribed or 45 "live" words, which reduces night time-signal availability to five seconds or 12 "live" words, at 50% of the base station break rate of $200 Class A time. Present rate of $100 for daytime station breaks and time signals will continue. First choice of fixed station-break availabilities will be given to current advertisers, Mr. Swift said.

Southern Network Station

$55,000.00

One of the old established network properties located in an excellent and rapidly growing market. Station has always made money in spite of absentee ownership. With a down payment of $25,000.00 we can finance the balance on reasonable terms.

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FOR SALE

1 • GE transmitter console for 1 kw transmitter type XT-1-A
1 • GE FM exciter type, model 4-Bt1A1
1 • GE FM 3-kw amplifier type BT-3-A model 4-BF2A1
1 • GE AM 1 kw amplifier type XT-1-a model 4XT1A
1 • GE frequency monitor FM type BMIA model 4BE1A1
1 • GE frequency monitor OM type BM 3A model 4B3A1
2 • GE regulated power supplies for frequency monitors, type BP2A model 4BP2A1
2 • GE program amplifiers type BP2A model 4BA2A1
1 • GE monitoring amplifier type BA4C model 4BA4G1
1 • Table holding GE console
2 • 6 ft. racks, holding frequency monitor, etc. GE racks
1 • GE console type 4FS1A1 monitoring speaker
1 • GE speaker base model 4FA17A1 (for above unit)
1 • GE monitoring amplifier model 4Ba4C1 type bA4C
1 • GE crystal thermocell Cat. 32C401G63 213.657 kcs
1 • GE utility input amplifier type BA10A
1 • GE 2 channel console
1 • 8 ft. GE rack
1 • GE relay assembly (4 relays)

BOX 165K, BROADCASTING

AUTRY CONVERTS

Hollywood Offices

WITH remodeling cost reported as "under $250,000," Gene Autry is converting a recently purchased Hollywood building at 6920 Sunset Blvd. into 22 offices to headquarter his radio-television and other enterprises. Space, on a rental basis, will be available to independent TV production units.

Formerly a one-story supermarket, occupying more than 9,000 square feet of floor space, it will be a two-story structure upon completion. Included will be a completely equipped sound stage to be used by his Flying A Pictures Inc. in the production of TV films. Occupancy is expected by late August.

CENSOR DANGER

Warned in 'Redbook' Article

A WARNING that thoughtless censorship may mean "a diet of movies, radio and television programs so unrepresentative of life as it is really lived that you are almost sickened by the unreality" was voiced by Collie Small in "What Censorship Keeps You From Knowing," published in the July issue of *Redbook* Magazine.

Saying that "censorship is on the increase in America," Mr. Small attributes it to larger numbers of organized minority groups, to "the growing fear on the part of publishers and motion picture and radio producers of offending such groups," to "the appearance of television—which creates a new medium to be censored," and to political insecurity."

BBM Elections

CHARLES R. VINT, president of Colgate-Palmolive-Peet Co. Ltd., Toronto, has been elected president of Bureau of Broadcast Measurement, Toronto, at a board meeting of BBM held at Toronto fortnight ago. Horace N. Stovin, president of H. N. Stovin & Co., station representative, Toronto, was re-elected vice president. Charles J. Follett, assn. of Canadian Advertisers, Toronto, was elected executive secretary, and Athol McQuarrie, general manager of ACA, re-elected treasurer of BBM.

WNEW New York will carry a summer water-safety spot campaign featuring transcribed personal messages, produced under American Red Cross auspices, volunteered by Esther Williams, Buster Crabbe, Eleanor Holmes and Johnny Weissmuller, together with three swimming champions of the Women's Swimming Assn. of New York.

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA CALIF.

allied arts

EDWARD ROBERTS CARROLL, DuMont TV Network teletranscription department head, appointed vice president and general manager of Vidicam Pictures Corp.

SHERMAN GREGORY, veteran broadcast executive, appointed chief of technical operators for Radio Free Europe's stations and transmitters in Western Germany. He will leave the United States July 2 for his new headquarters in Munich, from which he will supervise the engineering and technical operations of the RFE stations at Frankfort and Munich and their transmitters, as well as other RFE stations now in the planning stage whenever they are ready to begin operations. He will report directly to Richard J. Condon, European director of RFE.

CHARLES SEAVER, Chemical Rubber Co., Cleveland, to editorial staff of The Jam Handy Organization, Detroit.

STORECAST Corp. of America added 24 new sponsors, including General Foods Corp., Airline Foods Corp. and Kraft Foods Co., during month of May. Thirty-nine new sponsors and renewal by 25 old ones during April and May also were reported.

CHARLES DOCKER, operator of own advertising agency, to Sales-O-Matic, as San Francisco representative. Firm sells and leases point-of-sale tape recorded commercials.

BENNETT S. ROSNER, advertising and promotion manager Custom Record Sales Div. RCA Victor, father of girl, Druanne Gale.

Equipment . . .

JAMES W. SHACKLEFORD, southeastern district sales manager, Scott & Mack Television, named southeastern district sales manager for radio & television division, Sylvania Electric Products, Inc. Mr. Shackleford will establish his headquarters in Atlanta, Ga., to cover Georgia, Alabama, Louisiana and Florida.

Mr. Shackleford

SCOTT MORENCY, sales representative Western Automatic Machine Screw Co., Elyria, Ohio, appointed Washington representative of War Contract Div. Zenith Radio Corp., Chicago.

THE TURNER Co., Cedar Rapids, Iowa, announces new television booster, model TV-1, capable of covering all TV channels from 2 to 13.

RAY A. MORRIS, assistant sales manager Industrial Development Engineering Assoc., Indianapolis, appointed chief engineer.

ROGER B. YEPSEN, executive department, marketing research division General Electric, Syracuse, appointed manager of marketing research for tube divisions. He makes his headquarters in Schenectady.

DICK MITCHELL appointed sales manager Radio Apparatus Corp., Indianapolis. He will also continue his duties as sales manager Industrial Development Engineering Assoc., same city.

FEDERAL TELECOMMUNICATION Labs, Nutley, N. J., research unit of International Telephone & Telegraph Corp., announces new television picture monitor which will not "cut into" picture signal resolution. Described as "especially useful in the laboratory and production testing of television video amplifiers," with a picture size of 14 inches, the new monitor, FTL-84a, has a "revolving power . . . designed for operation well beyond the specified 600 horizontal line minimum." Deflection circuits of the monitor, designed to operate stabley and independently of the "separately driven pulse high-voltage supply," permit horizontal linearity and size adjustments without regard to the effect on high voltage of 16 kv.

SANDERSON SMITH, assistant advertising manager Golden State Co. Ltd., S. F., to Varian Assoc. (microwave electronics), San Carlos, Calif., as advertising and public relations director.

NATIONAL UNION RADIO Corp., Orange, N. J. announces new portable checker for picture tubes. The new cathode ray tube checker is designed for use both in the shop and in the customer's home. It also can check tubes while still in cartons, making it easy to check for damage in transportation.

LEO G. SANDS appointed director of public relations and advertising Bendix Radio, Phila.

GENERAL ELECTRIC Tube Div. announces new heavy-duty thyratron tube for control application. Designed for airborne electronic control equipment, the GL-6044 provides both electrical connection and mechanical support.

M. R. RODGER, assistant general sales manager central division of Crosley Div., Avco Mfg. Corp., Cincinnati, appointed central division sales manager. **E. W. GAUGHAN,** who is in charge of special activities, named eastern divisional sales manager. **T. H. MASON,** sales promotion manager, named western divisional sales manager.

M. J. STREHLE, assistant manager of replacement tube sales General Electric, Syracuse, appointed intracompany sales manager for the G.E. tube division.

IDECO, division of Dresser Equipment Co., has announced contracts for construction of two of "world's largest television towers." Towers will be built for WTMJ-TV Milwaukee and WBEN-TV Buffalo, and are being furnished through RCA by IDECO of Columbus, Ohio.

Technical . . .

LAWRENCE J. SCANLON, WIBX Utica, N. Y., rejoins engineering staff WLAW Lawrence, Mass.

H. WALTER THOMPSON, engineer WGN Chicago, on leave of absence, was re-elected president of International Brotherhood of Electrical Workers (AFL), Local 1220, for another two-year term at recent membership meeting. **M. A. (Maxie) BAER** and **JOHN BAKER,** also of WGN, were elected vice president and treasurer, respectively. **JAMES FELIX,** WJJD, and **KURT DARR,** WBBM, were re-elected recording and financial secretary, respectively.

EDWARD EDISON, manager San Francisco branch RCA Service Co., to engineering staff KLAC-TV Hollywood, as assistant to director of engineers, **ROBERT CONNER.**

July 4 Features

INDEPENDENCE DAY will be an occasion for special programs for all Lang-Worth affiliates, Lang-Worth Feature Programs Inc. has announced. Special programs planned included *A Summer Day,* a half-hour show utilizing words and music in a patriotic vein. Another, *Independence Day—1951;* also runs 30 minutes and interprets July 4 with brass band and choral singing. An informal show about baseball was also announced —*A Sidelight on the Baseball Story,* allowing for introduction of local baseball scores and stories.

Open Mike

(Continued from page 16)

about NBC's new code of radio and television broadcast standards, as unveiled by NBC Executive Vice President Charles R. Denny, you quote the code as follows: "NBC seeks to have such backdrops or properties used judiciously (showing the sponsor's name, name of his product, etc.). . ."

Item: Three days prior to this release, NBC-TV carried a summer replacement show called *Juvenile Jury*. This was sponsored by the Minnesota Mining & Mfg. Corp. for Scotch Cellophane Tape.

The five moppets who constituted the panel were introduced through a giant Scotch Cellophane Tape Dispenser. Each of the moppets spoke his or her witty saying into a small individual microphone, made in the form of a Scotch Cellophane Tape Dispenser. Jack Barry, mc, spoke his lines into a larger microphone made in the form of a Scotch Cellophane Tape Dispenser. Behind Mr. Barry's head, but fully in every camera shot, was a large, overbearing replica of the Scotch Cellophane Tape trademark.

And not only that but one of the questions which the cute little tykes grappled with had to do with the needs of a subject for various uses of Scotch Cellophane Tape. This little model also stepped through the giant size Scotch Cellophane Tape dispenser.

NBC says this is incidental background . . .?

Richard Krolik
Project Supervisor
The March of Time
New York

* * *

Enough Is Enough

EDITOR:

After reading the editorial of June 11 entitled "FM's Aches, TV's Balm?" . . . we are writing as representatives of the FM listening public. We wonder why your publication continually persists in knocking the best means of sound broadcasting—FM . . .

Bruce Elving
Richard Gottschald
Duluth, Minn.

* * *

EDITOR:

. . . I have noted with interest your replies to Ed Wheeler and Mr. Adams [OPEN MIKE, June 25, 18] in regard to defending your statement, attributed to engineers, that FM could be accommodated on two megs. You state in only the densely populated areas such as their markets are it might not work. Please then explain what would happen in our area (Washington population 12,000) to the 15 or 16 FM stations that are listened to with regular consistency by the people of this area. . . .

You say, with a twang of bitterness, there are only 700 FM stations on the air. How many AM's were there on the air five years after the advent of radio? How many TV's after five years? What industry or business can invest what we have in a new business, speaking of the FM broadcasters, and expect it to give an immediate return? We who have stuck it out for three or four years are getting on our feet, much to the consernation of those who like to see us die. . . .

Please don't try to add insult to injury by stating that anyone who thinks your publication is opposed to FM hasn't read it very closely. I have long defended you of these charges, but now it is so obvious that it is indeed an insult, even though we have shown our lack of intelligence by staying in FM, a thing we believe in, and even some of us making it pay.

Robert E. Williams
Station Manager
WFML (FM) Wash., Ind.

* * *

EDITOR:

I am sorry to have to say that BROADCASTING • TELECASTING certainly does discriminate against FM broadcasting. Invariably, BROADCASTING • TELECASTING calls aural broadcasting AM instead of Radio. The letters AM mean amplitude modulation and so exclude the frequency modulation segment of the broadcasting art. Your reference to radio as AM is grammatically wrong, too. This is of course a calculated deliberate, cutting slur of the superior FM medium.

Richard F. Lewis Jr
(licensee)
WRFL (FM) Winchester, Va.

* * *

EDITOR:

. . . Upon carefully re-reading your editorial ["FM's Aches, TV's Balm?". June 11] and the comments given to Edward Wheeler's letter [OPEN MIKE, June 18], I agree with you that in substance BROADCASTING • TELECASTING has not come out against FM. However, in effect you have. You are actually denying that there is any future to FM; that someday there might be broadcasters clamoring for space on the FM spectrum. The suggestion is a bit far-fetched, perhaps, but you know what I mean.

There are broadcasters who are making money by providing a listener program (as contrasted with Storecast, Air Music, etc.) on strictly an FM basis. WBIB, WABF and several others can be cited as examples. Sol Chain and Ira Hirschman and others have the hope that someday others will join them. By reducing the FM band, they are denied that chance; for once lost, the FM spectrum will never be regained. FM growth may be slow, but it's steady. Let's plan for a brighter FM future, and leave 88 to 108 mc intact.

George W. Hamilton
Maplewood, N. J.

[EDITOR'S NOTE: We're glad that Mr. Hamilton's fears for our scuttling FM, as expressed in his letter published in OPEN MIKE last week, have been relieved by a re-reading of our editorial. To Mr. Hamilton and to other avid FM partisans who misinterpreted the intent of the editorial, a final word: BROADCASTING • TELECASTING desires no end to FM but believes the fact that the FM spectrum is not fully occupied justifies a consideration of the question of diverting some spectrum space to TV].

* * *

Old Wheeze

EDITOR:

As a theatre operator [The Georgetown Theatre in Washington] and as a public relations adviser on films and television, I can't quite agree with the premise you outline in your editorial, "Theatre TV No Knockout" [June 25 issue] . . .

And frankly what makes television so sacrosanct that you, in your omnipotence, can blithely, and carelessly, insist that "the retail price of a radio or television set should be the total admission charge to all the programs on the air?" Especially when you know that the customer is paying for the show in the form of a pitchman's approach to "hurry, hurry, hurry," to buy a sponsor's product? . . .

Al Sherman
Washington, D. C.

[EDITOR'S NOTE: No viewer of commercial TV is obliged to buy a sponsor's product unless he wants to. The difference between that and buying a ticket at a box-office before being admitted to a show is obvious.]

Advertisers like to read ads, too. And so advertising in Printers' Ink is read by the leading **buyers of advertising** not only because they are interested in the **stations** and markets they might use, but also because they have a professional interest in your copy, layout, etc.

Perennial Chisel

THE summer planting season has brought a new flower offer from a perennial perennial offeror, National Radio Adv. Co., Seattle. In a letter to stations, Edward A. Kraft, manager, wants to buy two five-minute periods a day, for six days. That adds up to an hour of broadcasting so the agency says, "We want the one-hour rate to apply." Product is a collection of 20 perennials plus a rose bush. "The offer is presented very well on a five-minute transcription," the letter explains, adding, "We will send you our check covering the first week's broadcasts plus transcription and shipping instructions if you will agree to the foregoing and will assist in every way to make the account pay out."

AMA CONFERENCE

Marketers Meet in Detro

SEVENTEEN "circles of info mation" climaxed the three-d conference of the American Ma keting Assn. at the Hotel Statl fortnight ago in Detroit. This i novation made the last day of t conference into an open foru where those with specific questio and problems could take them d rectly to a table containing three five experts in a particular ca gory.

Two of the "circles" were d voted to radio and TV problem At the table headed "Radio a TV as a Source of Marketing I formation" were: Robert J. A derson, ABC; Warren Middlet WLS Chicago; Donald L. Mill Crosley Broadcasting Corp., a Edward Shurick, of CBS.

Under "Measuring Advertisi Effectiveness on Radio and T questions were being answered Thomas Coffin, NBC; Sydney R low, The Pulse Inc.; E. E. Sun quist, A. C. Neilsen Co., and Maxwell Ule, of Kenyon & Ec hardt.

The success of this new idea w measured by the fact that well ov half of the 400 delegates took a vantage of one or more of the roundtables. The theme of t meeting was "Marketing For T morrow," with future techniq being discussed in the light of day's indications of future con tions.

Advertising's place in marketi was well covered at one morni session, when the delegates we addressed by John L. McQuigg, Geyer, Newell & Ganger; H. (Ken) Jones, vice president a director of research for Brod Smith, French & Dorrance, a Walter B. Booth, account exec tive for Campbell-Ewald.

FCC Actions

(Continued from page 81)

Applications Cont.:

completion date.

License Renewal

WTVL Waterville, Me.—Request license renewal.

WLCX LaCrosse, Wis.—Same.

June 28 Decisions . . .

BY THE COMMISSION EN BANC

Request Granted

WORA Mayaguez, P.R.—Granted request for extension of completion date of CP which authorized increase in power to 5 kw, installation of new trans., change in trans. location and installation of DA-DN on 1150 kc.

Application Granted

WCAM Camden, N. J.—Upon petition, removed from hearing docket and granted application to change trans. location, ant. and ground system of WCAM subject to cond. that proposed tower be painted and lighted in accordance with specification B6-16 plus temporary lighting.

KFQD Anchorage, Alaska—Granted application for CP to replace expired CP which authorized change in frequency from 790 kc to 600 kc, and install new trans.

Designated for Hearing

WELS Kinston, N. C.—Designated for hearing in consolidated proceeding with application of WELS to change facilities and application of WFTC to change facilities—the application of WELS for consent to relinquish negative control of licensee by E. L. Scott, Jack Siegel and Robert Wasdon to Leroy Arnold, et al.

Authority Extended

Crosley Broadcasting Corp.—Extended temporary authority to operate experimental TV relay stations KQA-40 and KQA-44, now providing Crosley with microwave relay service between Dayton and Columbus, Ohio, for one month until July 31.

BY THE COMMISSION

License Extended

General Electric Co., Syracuse, N. Y.—Granted extension of developmental station KE2XCV license on temporary basis for period ending Sept. 1.

Freedom Essay

ABE PLOUGH, owner of WMPS Memphis, and president of Plough Inc., wanted to develop employe interest in a $5 million pharmaceutical plant he has just dedicated. To that end he announced a scholarship award to children of radio-pharmaceutical employes in a competition for the best essay entitled, "Freedom Is Everybody's Job." The contest was won by Richard Lee Krelstein, 14-year-old son of Harold R. Krelstein, vice president and general manager of WMPS.

A CHAS. MICHELSON HIT!

Phil Brito *in* ***"a Date With Music"***

15 MIN. SHOWS TRANSCRIBED

for particulars

CHARLES MICHELSON, Inc.
15 WEST 47th ST., NEW YORK 19

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH JUNE 28

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2278	2246	140		275	123
FM Stations	651	527	132	1*	11	3
TV Stations	107	81	28		414	171

* On the air.

Docket Actions . . .

FINAL DECISIONS

Ottawa, Ill.—Announced final decision and order adopting initial decision of May 22 which, as amended, granted application of Carl H. Meyer for a construction permit for a new AM station on 1430 kc, 500 w, daytime; condition. Decision June 21.

INITIAL DECISIONS

WORD Spartanburg, S. C.—Hearing Examiner Elizabeth Smith issued initial decision favoring grant of application for switch in facilities from 1400 kc, 250 w, fulltime to 910 kc, 1 kw, fulltime, directional; conditions. Decision June 25.

MEMORANDUM OPINIONS AND ORDERS

WTUX Wilmington, Del.—By order, granted Port Frere Bcstg. Co. Inc. authority to continue temporary operation of WTUX from July 2 until midnight Sept. 10, 1951, pending action on petition for rehearing and other relief filed on Nov. 1, 1950, directed against FCC decision released Oct. 12, 1950 denying renewal of license. Order June 21.

KGBS Harlingen, Tex.—By memorandum opinion and order, vacated and set aside initial decision of Nov. 21, 1950 recommending grant of application for switch in facilities from 1240 kc, 250 w, fulltime to 850 kc, 5 kw, fulltime, employing same night-day directional, in order to allow time for proposed site survey; remanded to examiner for further study. Also authorized applicant to conduct proposed survey on 850 kc with 100 w, unmodulated signal except for voice identification every half-hour. Order June 27.

Kansas City, Mo.—Adopted order requesting Kansas City Bcstg. Co. Inc., Kansas City, and Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo. to direct their arguments to issues specified by order at oral argument scheduled for July 16, in addition to issues raised by their exceptions. Order June 27.

Sacramento, Calif.—Adopted memorandum opinion and order denying petition of Capitol Radio Enterprises for review of examiner's ruling on May 31 which denied request to change place and date of hearing in consolidated proceeding involving its application and that of Radio California. Order June 27.

Non Docket Actions . . .

AM GRANTS

Marion, Ala.—Neely Bcstg. Co. Granted 1310 kc, 1 kw, day; engineering conditions. Estimated construction cost $27,250. The partners, Lester M. Neely and Kathleen W. Neely are owners of a chain of Alabama theatres. Granted June 27.

WINZ Miami-Hollywood, Fla.—Granted modification of permit authorizing fulltime operation on 940 kc with 1 kw, to increase power to 50 kw-day, 10 kw-night, day-night directional.

WINZ Miami-Hollywood, Fla.—Granted switch in facilities from 1 kw, fulltime to 50 kw-day, 10 kw-night on 940 kc with day and night directional antenna systems and an additional studio in Miami; engineering conditions. Granted June 27.

TRANSFER GRANTS

WLYC-AM-FM Williamsport, Pa.—Granted consent to John T. Keliher, present stockholder, to acquire control of Lycoming Bcstg. Co., licensee, through purchase of 226 additional shares issued by the company for $13,580. Granted June 19.

WPJB (formerly WFCI) Providence, R. I.—Granted assignment of license from Pawtucket Bcstg. Co. to Providence Journal Co., sole owner of Pawtucket Bcstg. Co. since May 31. Granted June 19.

WJER Dover, Ohio—Granted assignment of license from Agnes Jane Reeves Green to Dover Bcstg. Co. Inc., owned 99% by Agnes Green, ½% by R. A. Raese and ½% by Jane G. Raese. Granted June 19.

WDYK Cumberland, Md.—Granted assignment of license from R. A. Raese to The Western Maryland Bcstg. Co., owned 98% by Mr. Raese and 2% by James A. Avirett, attorney. Mr. Avirett pays approximately $300 for his interest. Granted June 19.

WLS Chicago, Ill.—Granted acquisition of control Prarie Farmer Pub. Co., sole owner of licensee corporation, by Gus A. Holt and five others, individually and as trustees of the Burridge D. Butler Memorial Trust of Chicago, through transfer of 1750 shares from Thomas E. Murphy and James E. Edwards, co-executors of the will of Burridge D. Butler, deceased. Granted June 18.

KPLC Lake Charles, La.—Granted involuntary assignment of license from T. B. Lanford, R. M. Dean and L. M. Sepaugh d/b as Calcasieu Bcstg. Co. to T. B. Lanford, L. M. Sepaugh, R. M. Dean and the Viola Lipe Dean Trust through its trustees d/b as Calcassieu Bcstg. Co. Action required by death of R. M. Dean's wife in accordance with Louisiana community property laws. No money involved. Granted June 27.

KRMD-AM-FM Shreveport, La.—Granted involuntary assignment of license (AM) and construction permit (FM) from T. B. Lanford, R. M. Dean, Mrs. Mary J. K. Lanford and Mrs. R. M. Dean d/b as Radio Station KRMD to T. B. Lanford, R. M. Dean, Mrs. Mary J. K. Lanford and the Viola Lipe Dean Trust d/b as Radio Station KRMD. (See KPLC above.) Granted June 27.

WFRO - A M - F M Fremont, Ohio—Granted assignment of license from Robert F. Wolfe Co. Inc. to Wolfe Bcstg. Corp., a formality designed to separate Robert Wolfe's broadcasting interests from his office supply interests, formerly owned by same company. Granted June 27.

KSTV Stephenville, Tex.—Granted assignment of license from John Blake, individually, and as administrator of estate of Mrs. Pauline Buckner Blake, to Galen O. Gilbert (66⅔%) and J. R. Kincaid (33⅓%) for $17,500. Mr. Gilbert is manager of KGER Long Beach, Calif. Mr. Kincaid, his father-in-law, is a hardware dealer at Decatur, Ark. Granted June 27.

KPET Lamesa, Tex.—Granted assignment of license from R. O. Parker and R. A. Woodson d/b as Lamesa Bcstg. Co. to R. O. Parker, R. A. Woodson and W. J. Beckham d/b as Lamesa Bcstg. Co. Mr. Beckham, an auto dealer, buys 12% interest from Mr. Parker, who retains 51%. Granted June 27.

New Applications . . .

AM APPLICATIONS

Carmel, Calif.—Dr. Harry Morgan, 1150 kc, 500 w, day; estimated construction cost $21,915; first year operating cost $24,000; first year revenue $36,000. Mr. Morgan is 16⅔% owner KSTN Stockton, Calif. Filed June 26.

Lebanon, Tenn.—William O. Barry, 1340 kc, 1 kw, fulltime; estimated cost $11,944; operating cost $24,360; revenue $36,000. Mr. Barry is program director WCOR Lebanon, Tenn. Filed June 27.

Edenton, N. C.—William J. Davis & Ressie C. Dukes tr/as Tar Heel Bcstrs., 860 kc, 1 kw, day; estimated cost $16,275; operating cost $24,000; revenue $36,000. Mr. Davis was formerly manager of WFVG Fuquay Springs, N. C. Mr. Dukes is owner of Tar Heel Adv. Agency, Raleigh. Filed June 27.

Springhill, La.—Springhill Bcstg. Co. Inc., 590 kc, 500 w, day; estimated cost $14,275; operating cost $24,000; revenue $36,000. One-fourth owners are President Roy M. Fish, ⅓ partner is Bolin, Lowe & Fish law office; Vice President Jesse L. Boucher and Vice President Wilburn A. Slack, partners in Boucher & Black Insurance Service; Secretary-Treasurer James B. Branch Jr., owner Dixie Queen ice cream manufacturing and retailing. Filed June 27.

Guthrie, Okla.—Winston Carroll Blewster and Ray Henderson Wells d/b as Guthrie Bcstg. Co., 1490 kc, 250 w, day; estimated cost $11,004; operating cost $28,000; revenue $48,000. Mr. Blewster is an engineer with KSPI Stillwater, Okla. Mr. Wells is an engineer with KVMA Magnolia, Ark. Filed June 27.

Seminole, Tex.—New Frontier Bcstg. Co., 1050 kc, 250 w, day (contingent on KTFY relinquishing 1050 kc); estimated cost $17,475; operating cost $30,000; revenue $40,000. One-fourth partners are E. J. Watkins, owner South Plains X-Change Co.; George Burke, owner Burke Real Estate Co.; Mike A. Barrett, owner KTFY Brownfield, Tex.; David R. Worley, general manager KTFY. Filed June 26.

Darlington, S. C.—Frank A. Hull tr/as Darlington Bcstg. Co., 590 kc, 500 w, day; estimated cost $14,275; operating cost $24,000; revenue $36,000. Mr. Hull is president and treasurer of Royal Crown Bottling Co., Durham, N. C. Filed June 27.

FM APPLICATIONS

Dawson, Ga.—Dawson Bcstg. Co., Ch. 266 (101.1 mc), 11.64 kw, antenna 222.5 feet; estimated cost $9,784.45; operating cost $1,200; no revenue. Applicant is

(Continued on page 88)

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI

BECAUSE OF YOU

On Records: Johnny Desmond—MGM 10947; Bob Crosby—Coral 60440; Tony Bennett—Col. 39362; Jan Peerce—Vic. 10-3425; Ray Barber—Mer. 5625; Gloria De Haven-Guy Lombardo—Dec. 27666; Les Baxter—Cap. 1493.

On Transcriptions: Mindy Carson—Associated; Cocoanut Grove Orch.—Standard; Monica Lewis—World.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

COAST RADIO

Court Upholds Grant

U. S. COURT of Appeals for the District of Columbia last Thursday upheld the FCC's grant of new station facilities to Coast Radio Broadcasting Corp., Los Angeles. The decision had been appealed by Huntington Broadcasting Co., Huntington, Calif. [BROADCASTING • TELECASTING, Feb. 26].

Grant had been made following a consolidated hearing involving Coast Radio, Huntington Broadcasting and Gabriel Valley Broadcasting Co., all three asking 1540 kc, 5 kw daytime only.

The court considered the appellants' contention that the Communications Act required the FCC to determine which of the two cities was more in need of new broadcast facilities. It upheld the Commission's reasoning that Huntington Park, six miles from the center of Los Angeles, might be entitled to a Class IV outlet with maximum of 250 w, but that the proposed facility would serve not only Huntington Park, but 83% of the Los Angeles metropolitan district. In like manner, it was said, Coast Radio would serve almost all of that area including Huntington Park.

The appellate court then affirmed the choice of Coast Radio as being in a better position to carry out its service plans because ownership was more largely local residents and because it proposed greater integration of ownership and management in its operation.

Abe L. Stein and P. W. Seward appeared for Coast Radio. Edward Kenehan, Welch, Mott & Morgan, represented Huntington Broadcasting.

upcoming

July 7-13: International Advertising Conference, London, England. U. S. registration handled by E. G. Borton, AFA, 330 West 42nd St., New York 18.

July 23: FCC City-by-City TV Allocations Proceeding Begins, Washington.

July 27: United Paramount Theatres' Stockholders Meet on UPT-ABC Merger.

July 27-29: Carolina Radio News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 2-3: Annual Conference on Radio in Education, Workshop and Clinic, Indiana U., Bloomington.

Aug. 5: Arkansas Broadcasters Assn. First Annual Sales Clinic, Hot Springs, Ark.

Aug. 20-23: AIEE Pacific General Meeting, Portland, Ore.

Aug. 22-24: Institute of Radio Engineers Western Convention and Seventh Annual Pacific Electronic Exhibit, Civic Auditorium, San Francisco.

Aug. 23: Illinois Assn. of Broadcasters, First Summer Meeting, Pere Marquette State Park.

Sept. 15: Presentation of First Annual Edward L. Bernays Foundations Radio-Television Award by American Sociological Society.

Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.

Moves to Speed Thaw

(Continued from page 69)

views on educational reservation."

Going into details of the Yankee Network's unsuccessful efforts to get Channel 10 at Bridgeport, Mr. Pierson attacked the provision of "arbitrary denial" he held is involved in FCC's proposal. He said if FCBA has a better method, FCC should follow it in the public interest.

He saw FCBA's plan for a final guide now and commencement of application hearings as a means of discouraging litigation later which would delay TV indefinitely. He saw a worse "chain reaction" inherent in FCC's plan than in that of FCBA.

Mr. Pierson argued the "last chance" nature of FCC's proposal makes greater the desire to take a denial to court, whereas under the FCBA plan an applicant has as many chances as he wishes to take and his ingenuity can devise.

He also pointed out litigation under FCC's plan would tie up allocation of the whole U. S. while any litigation under the FCBA plan would be confined to only one area or city.

Under FCBA's plan applicants would forego unduely complicated "alternate proposals" and work out mutual compromises as they do in AM, he suggested.

Mr. Pierson appeared in behalf of WTTM Trenton, N. J.; WEEK Peoria, Ill.; WIND Chicago; WIRE Indianapolis; WJLS Beckley, W. Va.; KIOA Des Moines; KUTA Salt Lake City; WWST Wooster, Ohio.

Paul D. P. Spearman, who called television "God's greatest radio gift to man," held FCC can't assume any authority except that "affirmatively" granted by the Communications Act. Even though the act may be out of date, which he indicated it is, FCC is obliged to follow the intent of the law as originally legislated in 1927.

Mr. Spearman pointed out Sec. 303 (c) of the act allows FCC to assign frequencies to classes of stations, but says nothing about assigning multiple types of stations to the same frequency.

Asked by Chairman Coy if FCC could take Channels 2 through 6 and assign them as a block to education, Mr. Spearman agreed this was lawful although doubting the wiseness of such action.

"Take Channels 2 to 13 and allocate them to education," Mr. Spearman suggested, adding, "Mess it up good."

Mr. Spearman sympathized with Mr. Cottone for being "made" to argue in support of FCC's policy rather than to submit his advice.

He charged Mr. Cottone took "poetic license" with his brief and in quoting authority contained in provisions of Sec. 307 (b) of the act left out the most important part, "in considering applications" FCC must allocate equitably among the states.

Mr. Spearman agreed television must have some jumping off place from which to measure minimum engineering standards, and felt the statute supports a skeleton plan for about 50 cities.

He urged strongly that once the engineering rules are set that FCC stick to them firmly.

"Let's protect television as we didn't protect AM. There's something worth protecting in television," he said.

Mr. Spearman argued in behalf of WHB Kansas City; WSMB New Orleans; WAGE Syracuse; WCKY Cincinnati; WGH Newport News, Va., and WSFA Montgomery, Ala.

Robert M. Booth Jr., appearing for WKMH Dearborn, Mich., urged limitation of litigation to specific areas through use of a guide plan rather than FCC's fixed rule plan. Asking FCC to request all parties to submit shortcuts to ending the freeze quickly, he said WKMH had a plan which would be submitted this week if desired. WKMH also opposes as illegal the "preferred status" accorded educators.

Thomas W. Wilson directed his appearance only to opposing the educational reservations. He felt FCC legally can allocate a certain number of frequencies to education, but argued it is illegal to do so in advance in specific cities. He appeared for WIBC Indianapolis, WMBD Peoria, Ill., and WIP Philadelphia.

NARTB-TV View

Thad H. Brown Jr., arguing for NARTB-TV, fully supported CBS' Salant on legality of a predetermined, fixed allocation plan. He considered such a plan "extremely wise." Mr. Brown, however, argued FCC has no authority to reserve educational channels in view of the history and intent of Sec. 307 (c).

E. D. Johnston, appearing for DuMont, pointed out that although the legality of fixed allocation is agreed to by DuMont, corrective legislation on the subject has been submitted to Congress in view of the questioning of this authority. He held the educational reservation, however, is illegal and such principle would apply to all services as well.

FCC Roundup

(Continued from page 87)

licensee of WDWD Cairo, Ga. Filed June 21.

TV APPLICATIONS

Duluth, Minn.—Midson Inc., Ch. 6 (82-88 mc), 15.8 kw visual, 7.9 kw aural, antenna 725 feet; estimated cost $295,500; operating cost $228,858; revenue $275,000. Ridson Inc. is licensee of WDSM Duluth-Superior. Ridson is controlled by Ridder Pub. Inc., ½ owner WTCN-AM-FM-TV Minneapolis and owner of controlling interest in KILO Grand Forks, N. D. and KSDN Aberdeen, S. D. Filed June 26.

Hammond, Ind.—South Shore Bcstg. Corp., Ch. 56 (722 or 752 mc), 17.6 kw visual, 8.8 kw aural, antenna 429 feet; estimated cost $162,000; operating cost $100,000; revenue $125,000. Applicant is licensee of WJOB Hammond and WJIZ (FM) Hammond. Filed June 27.

Eau Claire, Wis.—Badger Bcstg. Co., Ch. 13 (210-216 mc), 10.3 kw visual, 5.15 kw aural, antenna 466 feet; estimated cost $170,299.50; operating cost $60-90,000; revenue $50-75,000. Applicant is licensee of WIBA-AM-FM Madison, Wis. Filed June 27.

TRANSFER REQUESTS

KHOZ Harrison, Ark.—Acquisition of control Harrison Bcstg. Corp., licensee, by Robert S. Wheeler Jr. through purchase of 260 shares from Charles P. Myers for $9,360 plus. Mr. Wheeler is a present stockholder. Filed June 28.

WKXY Sarasota, Fla.—RESUBMITTED application for assignment of license from partnership of Antonio G. Fernandez, Charles J. Fernandez, William P. Carey and Gonzalo Fernandez to new partnership, without Mr. Carey, d/b as Sarasota Bcstg. Co. The other three pay Mr. Carey $12,712.68 for his interest. Filed June 26.

WOSC Fulton, N. Y.—Assignment of license from Harold W. Cassill to Cassill Radio Corp., owned 100% by Mr. Cassill. No money involved. Filed June 26.

KBTA Batesville, Ark.—Transfer of control White River Bcstrs. Inc., licensee, from J. Fred Livingston and nine others to three present stockholders who will own ⅓ each after transfer: Jared E. Trevathan, W. A. West and J. F. Higginbottom. They pay $21,000 for the stock. Filed June 26.

KHIT Lampasas, Tex.—Assignment of license from W. R. Pierre, T. A. Newman and M. A. Frenkel d/b as Lampasas Bcstg. Co. to Lampasas Bcstg. Corp. for $22,500. One-fifth owners are President Lee H. Gripon, ⅕ owner Lampasas Feed & Elevator Co.; Vice President Ryan M. Howard, 1/7 owner Park-O-Tel Corp. and agricultural instructor; Secretary-Treasurer Kyle Smith, owner CPA firm; Dr. W. M. Brook, physician; Harold Bakke, present general manager of KHIT. Filed June 27.

KVKM Monohans, Tex.—Involuntary transfer of control from Charles W. Stuckey, deceased, to Mrs. Charles Stuckey. Mr. Stuckey was 98% owner. Filed June 27.

WGAR Cleveland, WJR Detroit and KMPC Los Angeles—Involuntary transfer of control and interests from G. A. Richards, deceased, to his widow, Mrs. Frances S. Richards, executrix of the estate. Mr. Richards owned 64.94% of WGAR, 26.12% of WJR, and 55.58% of KMPC. (See story, page 29.) Filed June 27.

WGGH Marion, Ill.—Assignment of license from Hartley L. Grisham and George W. Dodds d/b as Marion Bcstg. Co. to George W. Dodds for $10,000. Filed June 27.

ANTI-TRUST SUIT

Filed Against Blaw-Knox

JUSTICE Dept. last week filed a civil anti-trust suit against Blaw-Knox Co., Pittsburgh, manufacturer of radio-TV equipment, charging unlawful restraint of trade in cast metals rolls. Suit was filed in the U. S. District Court, Pittsburgh.

Attorney General J. Howard McGrath accused the company of taking part in an international cartel agreement, which, he said, had the effect of restricting both export and import of cast metal rolls. These rolls, according to Mr. McGrath, are vital products "in this period of defense preparation." The court was asked to cancel alleged agreements between Blaw-Knox and four other firms in England.

Savitt Becomes Judge

MAX M. SAVITT, co-owner and secretary-treasurer, WCCC Hartford, will be spending his first day on the bench today unless there was a Sunday sitting in Hartford's police and city court. Mr. Savitt, formerly prosecutor in the Hartford Court, was appointed to a judgeship by Connecticut's Gov. John David Lodge, effective July 1. His was one of 68 appointments made by the governor throughout the state.

Radio Tops Papers

(Continued from page 23)

ance on the fourth day, accounting for 54.8% of traffic that day compared to 22.6% for newspapers. This was construed as an indication that radio did a better selling job than the three-day studies would indicate, in view of its superior carry-over effect.

In each of the Woodward & Lothrop and Jelleff's studies only a few related items were advertised. The use of repetition on radio instead of newspaper advertising methods was found to support the broadcasting contention that it can steadily produce superior sales results for the same advertising dollar.

Interviews Incorporated

ARBI's technique is built around close measurement of store traffic, along with detailed interviews conducted at point of sale. Four types of customers are covered—radio, newspaper, both and other. Trained interviewers contact store traffic in the tested lines, obtaining comments on reasons for appearance in the store. Purchases are carefully checked to show what each medium produces from a dollar volume standpoint.

One Woodward & Lothrop test was built around nylon lingerie, with $273 spent in the Washington *Sunday Star* for one display ad and $269.19 on WRC for 15 announcements. Detailed results follow:

	Radio	Newspaper	Both	Other	Total
Traffic	55	23	8	32	118
% Traffic	46.6	19.5	6.8	27.1	100.0
No. Purchasing Merchandise*	41	19	7	18	85
% Purchasing Merchandise*	74.5	82.6	87.5	56.3	72
% Dollar Value Of Purchases*	43.7	25.2	10.9	20.2	100.0

Percent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% Monday	33.3	33.3	9.1	24.3	100.0
% Tuesday	54.3	17.4	8.7	19.6	100.0
% Wednesday	48.7	10.3	2.6	38.4	100.0

Percent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	63.6	78.3	75.0	59.4	66.1
% Outside City	36.4	21.7	25.0	40.6	33.9

* These figures include all purchases made in the lingerie department by customers showing an interest in the test merchandise.

The other Woodward & Lothrop test also covered lingerie but mentioned items costing as much as $12.95. A total of $612.61 was spent over a four-day period in the *Sunday Star*, *Times-Herald* and *Post*, with $598.12 spent for 23 announcements and two participation programs on WRC. Results follow:

	Radio	Newspaper	Both	Other	Total
Traffic	39	30	10	64	143
% Traffic	27.3	21.0	7.0	44.7	100.0
No. Purchasing Merchandise*	25	21	9	39	94
% Purchasing Merchandise*	64.1	70.0	90.0	60.9	65.7
% Dollar Value of Purchases*	23.7	22.2	9.5	44.6	100.0

Percent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% Monday	19.7	21.3	4.9	54.1	100.0
% Tuesday	31.3	22.9	8.3	37.5	100.0
% Wednesday	35.3	17.6	8.8	38.3	100.0

Percent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	56.4	66.7	50.0	65.6	62.2
% Outside City	38.5	33.3	50.0	34.4	36.4
% Unascertained	5.1	...	...	...	1.4

* These figures include all purchases made in the knit underwear section by customers who were interviewed.

One of the Jelleff's tests dealt with $25 misses and juniors suits. The store used *Evening Star* space at a cost of $312.40 and spent $313.07 for 15 announcements on WRC. Results follow:

	Radio	Newspaper	Both	Other	Total
Traffic	59	60	18	77	214
% Traffic	27.6	28.0	8.4	36.0	100.0
No. Purchasing Merchandise*	28	22	13	27	90
% Purchasing Merchandise*	47.5	36.7	72.2	35.1	42.1
% Dollar Value of Purchases*	32.7	21.8	13.7	31.8	100.0

Percent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% Tuesday	14.3	39.7	7.9	38.1	100.0
% Wednesday	26.5	24.5	8.2	40.8	100.0
% Thursday	36.3	22.5	8.8	32.4	100.0

Percent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	69.5	56.7	66.7	55.8	60.7
% Outside City	30.5	43.3	33.3	44.2	39.3

* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

Second Jelleff's test was based on women's robes selling for $10.95 and $12.95. Two advertisements costing $320.10 were used, in the Tuesday *Evening Star* and Thursday morning *Post*, and $329.98 was spent for a total of 15 announcements on WRC Tuesday through Friday. Results follow:

	Radio	Newspaper	Both	Other	Total
Traffic	52	38	16	7	113
% Traffic	46.0	33.6	14.2	6.2	100.0
No. Purchasing Merchandise*	24	23	9	3	59
% Purchasing Merchandise*	46.2	60.5	56.3	42.9	52.2
% Dollar Value of Purchases*	40.9	39.1	17.0	3.0	100.0

Percent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% Wednesday	44.0	52.0	4.0	...	100.0
% Thursday	43.2	32.4	21.6	2.8	100.0
% Friday	40.0	30.0	15.0	15.0	100.0
% Saturday	54.8	22.6	12.9	9.7	100.0

Percent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	63.5	81.6	87.5	57.1	72.6
% Outside City	36.5	15.8	12.5	42.9	26.5
% Unascertained	...	2.6	...	...	0.9

* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

In the test at Brooks, newspapers were slightly more effective in producing traffic and in dollar value of purchases, but radio was slightly ahead in percent of customers buying the advertised merchandise, women's robes and brunch coats. Four newspaper advertisements were carried, using all of the Washington newspapers, for a total cost of $214. Ten announcements were used on WRC at a total cost of $219.34.

The Woodward & Lothrop and Jelleff's tests showed newspaper traffic declining rapidly after the first day but in the case of Brooks the newspaper traffic increased whereas radio traffic declined. The Brooks newspaper advertising utilized the small-space repetition technique, an adaptation of the radio announcement method where the value of repetition is effective. The Brooks radio copy sacrificed considerable sales impact to include detailed instructions for phone and mail orders, include tax and shipping charges plus telephone number.

Details of the Brooks study follow:

	Radio	Newspaper	Both	Other	Total
Traffic	50	56	18	9	133
% Traffic	37.6	42.1	13.5	6.8	100.0
No. Purchasing Merchandise*	42	47	15	7	111
% Purchasing Merchandise*	84.0	83.9	83.3	77.8	83.5
% Dollar Value of Purchases*	39.2	40.9	12.4	7.5	100.0

Percent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% Thursday	48.6	32.4	16.2	2.8	100.0
% Friday	35.2	42.6	14.8	7.4	100.0
% Saturday	31.0	50.0	9.5	9.5	100.0

Percent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	74.0	82.1	77.8	77.8	78.2
% Outside City	26.0	17.9	22.2	22.2	21.8

* These figures include all purchases made in the robe department by customers who were interviewed.

WHEN THE Hofstra College television study [BROADCASTING • TELECASTING, June 18] was shown in Chicago, among those attending were, TOP PHOTO (l to r): Walter Krause, McCann-Erickson; E. M. Hoge, sales manager, NBC-TV Chicago; Edward Madden, NBC vice president; Sterling Peacock, N. W. Ayer & Son, and Harry Kopf, NBC Chicago vice president and host at the showing. BOTTOM PHOTO: D. E. Robinson and John F. Price, both partners of Price, Robinson & Frank agency.

Hofstra Study Showing

NBC presented its story of television's role in the business world at a Washington luncheon held last Monday for members of the FCC, officials of other government agencies and station affiliates in nearby cities. The story was told by Robert McFadyen, manager of sales planning and research for NBC-TV. Mr. McFadyen gave an illustrated talk based on the second Hofstra study, "Television Today —It's Impact on People and Products," conducted by the Psychological Workshop of Hofstra College [BROADCASTING • TELECASTING, June 18]. William R. McAndrew, general manager of NBC Washington stations, presided at the luncheon.

FM SALES DRIVE

Station Income Up 500%

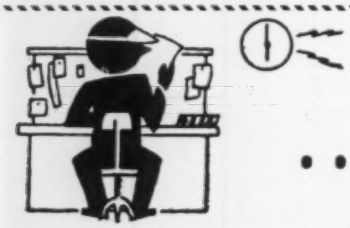
EXTENSIVE selling campaign by KRFM (FM), affiliate of KFRE Fresno, Calif., increased advertising volume 500% in 30 days, according to Paul R. Bartlett, president. The station has started publication of a program schedule covering its good music service.

"We chose the policy of good music not because we believe everyone is interested in the high-quality aspects of FM reception but because there is no other station between San Francisco and Los Angeles providing such a schedule," Mr. Bartlett said.

"Surveys in this area indicate FM set ownership of approximately 27% of the total homes. We believe the future of our station, and of all FM stations, depends not on the high-quality characteristics of FM broadcasts, or the static-free qualities, though these are desirable, but upon the ability and willingness of the station to provide a kind of programming not available elsewhere.

"We broadcast programs for the reception of the public as a whole. We are in the broadcasting, not the wired music business. In selling the station we stress the importance of using all kinds of media. Even tobacco companies with their mass advertising use slick paper magazines like the *New Yorker* as well as popular magazines like the *Post* and *Life*. Most advertisers using newspaper and AM radio in our area could also well afford to devote some small portion of their budget to the class audience we serve."

ABC has acquired the rights to *Hollywood Star Playhouse*, weekly dramatic show currently heard over CBS, ABC announced last week. First ABC performance is scheduled for July 25, 8:30-9 p.m.



...at deadline

DuMONT SAYS DEFENSE HITS TV SET OUTPUT

ALLOCATION of materials for defense already effecting production of video receivers, Allen B. DuMont, president, Allen B. DuMont Labs., told stockholders Friday at annual meeting. Company has defense orders totaling about $30 million.

Dr. DuMont said production has been cut since April 1 and that output of receivers might be expected to run at 40% of 1950 rate for rest of year.

For first five periods of 1951 (Jan. 1-May 20), DuMont sales of all products totaled $23,970,334, compared to $22,474,562 year ago. Profits are down despite increased sales, however, with Jan. 1-May 20 profits of $832,018 before taxes and $487,618 after taxes. In same time of 1950, profits before taxes were compared to $3,885,166 and $2,380,886.

Predicting black-and-white telecasting will remain backbone of video industry for some years, Dr. DuMont called CBS system interim measure which will last "at the most, one or two years." He reaffirmed conviction final answer will be all-electronic fully compatible system. Stockholders saw a demonstration of field sequential and tri-color systems at DuMont Laboratories in Passaic.

Full slate of officers and directors reelected.

KTHS OBSTACLES REMOVED

WAY cleared Friday for FCC consideration of KTHS Hot Springs move to Little Rock, Ark., with 50 kw operation on 1090 kc. KGRH Fayetteville, Ark., also seeking 50 kw on 1090 kc and participant in the week-long hearings last week, requested FCC permission to withdraw without prejudice (see picture, page 32). Paul A. Porter, KGRH counsel, explained cost of installation was higher than originally estimated and it was felt advisable to drop application. WNOE New Orleans, originally party in hearing, withdrew before June 25 start of sessions. KTHS represented by Fly, Shuebruk & Blume. John D. Ewing, owner of KWKH Shreveport and publisher of Shreveport *Times*, also owns KTHS. Henry B. Clay is KWKH general manager. B. G. Robertson, KWKH assistant manager, slated to become manager of KTHS in Little Rock.

AMA RADIO-TV PROJECT

AMERICAN MEDICAL ASSN., which plans to continue its campaigning against the government's socialized medicine proposals, considering recommendation of Russel M. Seeds Agency, Chicago, to use "high-level" radio and TV drama series. Shows would be networked, reportedly paid for by "contribution" of $100 from each of nation's 45,000 physicians. Seeds handled AM-TV billing during AMA's national saturation campaign last fall.

WISCONSIN BILL NOW LAW

WISCONSIN giveaway bill became law Friday after publication in *Wisconsin State Journal* (early story page 28). Interpretation of law will be outlined by group of experts to members of Wisconsin Broadcasters Assn. July 13 in Northland Hotel, Green Bay, at special meeting called by President Ben Laird, WDUZ Green Bay.

COY URGES FACTORIES TO 'ROAD SHOW' UHF DEVICES

FCC Chairman Wayne Coy declared Friday, after seeing demonstrations of UHF television converters at Bridgeport, Conn., that manufacturers should make "road show" demonstration to let more prospective telecasters "have a look at what can be done with the UHF." (See early story page 55.)

Such demonstrations, he said, might contribute to lifting of freeze in addition to selling UHF to dubious telecasters. He praised industry for UHF progress to date, and said public can now be told that "here is a service that is excellent and in some ways superior to VHF." His remarks came at luncheon given by J. W. Craig, vice president and general manager of Avco's Crosley Division, for more than 100 industry representatives and visitors at demonstration.

Several industry members echoed Mr. Coy's suggestion that converters be shown to telecasters. Possibility of having such demonstration at early broadcasters convention has been broached to NARTB officials, it was learned.

Visit to RCA-NBC experimental UHF transmitter, employed for demonstrations, and trip to New Haven to show pick-ups from greater distances (about 18 miles) followed Bridgeport showing.

Besides showing converters, RCA Service Co. announced it had developed new UHF receiving antennas during Bridgeport tests. They were called "highly satisfactory."

TWO SEEK TV SEGMENTS

TWO major advertisers currently battling to buy remaining half-hour alternate weeks on *Your Show of Shows*, Sat., 9-10:30 p.m. on NBC-TV. They are Bymart Inc. (Tintair) and Revlon polish. Lehn & Fink (Lysol) signed late last week to sponsor half-hour every other week. Other sponsors are Camel cigarettes for first half-hour, and Benrus watches, Scotch Tape and SOS sharing middle half-hour.

MILLER RESUMING TOUR

JUSTIN MILLER, NARTB board chairman, embarks late this week on remaining leg of Latin American inspection tour on behalf of Dept. of State and U. S. Advisory Commission on Information, of which he is member. Judge Miller is surveying and evaluating U. S. information programs, especially the Voice.

VAN LINES ON ABC

NORTH AMERICAN VAN LINES, Fort Wayne, Ind., sponsoring *Jay Stewart Show*, Friday, 4-4:05 p.m. on 289 ABC stations, beginning July 6. Agency for 13-week contract is Joseph Castor & Assoc., Los Angeles.

GENERAL MILLS SERIES

GENERAL MILLS sponsoring new adventure program *Silver Eagle*, 7:30-8 p.m., Thurs., over ABC beginning July 5. Agency, Knox-Reeves Adv., Minneapolis.

BROWN BROTHERS, advertising agency, Nashville, preparing to open New York office. Firm has Gloria Swanson radio show.

Closed Circuit

(Continued from page 4)

area to be operated in conjunction with his existing three AM stations.

THOM McAN Shoes, New York, through Neff-Rogow, same city, preparing radio spot campaign for fall in Negro markets only, similar to its schedule last year.

FORD MOTOR CO. preparing six-week radio spot campaign, effective July 16, in Texas. J. Walter Thompson, New York, is agency.

APPLICATIONS for transfer of ABC's radio and TV station licenses to newly formed American Broadcasting-United Paramount Co., which would consummate $25-million merger, expected to be filed this week with FCC. Also to be filed will be proposed $6-million sale of WBKB (TV) Chicago, by United Paramount's subsidiary Balaban & Katz to CBS, as part of overall transaction. Applications will be filed contingent upon stockholder approvals at meetings scheduled for July 27 of ABC-United Paramount merger.

STEGMAIER BREWING CO., Wilkes-Barre, Pa., slated to name MacManus, John & Adams, New York, as advertising agency. Firm currently sponsoring Frederic W. Ziv package *Bold Venture* in 20 markets. Advertiser expected to use TV and radio spot campaign.

ZENITH RADIO Corp., sponsor of Phonevision, circulating letter on Capitol Hill that challenges theatre TV acquisition of rights to sports events.

PROCTER & GAMBLE CO., Cincinnati (Drene), increasing its current radio spot schedule from three to five times weekly, effective early in July. Compton Adv., New York, is agency.

READY for private showing is battery-driven portable television receiver, almost as easily moved about as larger portable radios.

STATE ASSOCIATION ORGANIZED IN IOWA

BROADCASTERS from 23 Iowa stations, on call of William B. Quarton, WMT Cedar Rapids, unanimously voted Friday to organize state association and approved writing of ethical code.

Code was termed positive approach to that set for radio men by outside group, Iowa High School Athletic Assn., with which stations have had many policy run-ins. High school group, private union of public school principals, "censors" sportscasts and makes illegal demands on broadcasters, radio men charge. Principals recently banned KRNT Des Moines sportscaster from appearing on high school track meet telecast because of his comments [BROADCASTING • TELECASTING, June 4]. Broadcasters charge high school group not authorized officially by school boards and does not have representatives from public.

TRUMAN ON NETWORKS

PRESIDENT TRUMAN's Independence Day address will be carried by four radio networks and four TV networks, July 4, from Washington, D. C. ABC, ABC-TV, CBS, MBS and DuMont will air program from 9:30-10 p.m. (time President is scheduled to speak); NBC 11:30-12 p.m.; NBC-TV, 11-11:30 p.m., and CBS-TV (kinescope) 10:45-11 p.m.

KGFT Fremont, Neb., denied increase from 100 w to 250 w on 1340 kc unlimited on interference grounds, FCC announced Friday.

Television impressions as low as 64c per thousand!

Brochures explaining this unique operation have been mailed out. If you haven't received yours, write or call your nearest WLW sales office—

CINCINNATI	NEW YORK	CHICAGO	HOLLYWOOD
140 W. Ninth St.	630 Fifth Ave.	360 N. Michigan Ave.	6381 Hollywood Blvd.
Cincinnati 2, O.	New York 20, N. Y.	Chicago 1, Ill.	Hollywood 28, Calif.
Phone CHerry 1822	Phone CIrcle 6-1616	Phone STate 2-6693	Phone HOllywood 9-5408

SAN FRANCISCO	DAYTON	COLUMBUS
San Francisco 4, California	4595 Dixie Highway	3165 Olentangy R. Rd.
Phone EXbrook 2-8033	Dayton 9, Ohio	Columbus 2, Ohio
	Phone WAlnut 2101	Phone JEfferson 5441